FEBRUARY 6, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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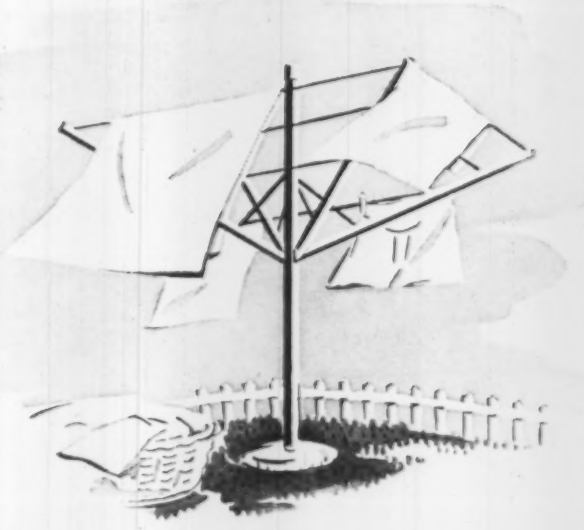
DETROIT

Success story:

Talk about results from WLEE! Just read this story about the Richmond chemical company which makes a liquid bleach used in washing clothes.

This manufacturer started advertising his bleach on WLEE. *In just 11 weeks, orders from retailers had exceeded his production capacity!* For four weeks he had to stop advertising the bleach (he plugged a glass cleaner in its place) until he caught up with the orders.

Results like this from WLEE are everyday events for Richmond advertisers. More and more national advertisers are learning that WLEE is the Richmond station that gets results—fast! If WLEE is not on your list, get the whole story from your Forjoe man today!



WLEE

MUTUAL IN RICHMOND

OM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

Wise advertisers are buying **NOW**

May we suggest that you
contact your Petry man now
for preferred positions.

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

AFFILIATE OF THE CBS TELEVISION NETWORK

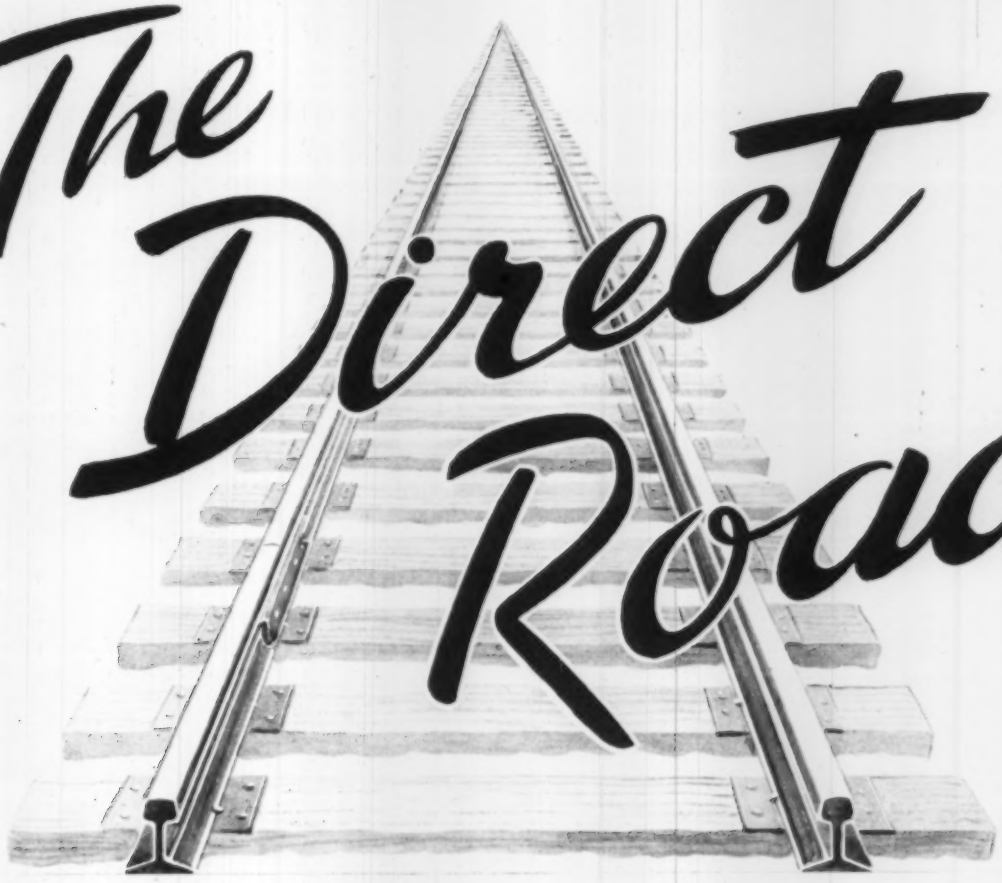
ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Coming to Louisville: Television in the WHAS Tradition

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

!

The Direct Road



to 27 New England Markets

In every important New England market you can present your product with direct, local emphasis by using a Yankee home-town station — the sure way to command immediate attention.

Every one of Yankee's 27 home-town stations has the impact that comes from complete local dealer and consumer acceptance. Each station provides complete neighborhood coverage of its city and suburban area.

You can make your New England campaign one operation, with vital local impact in each key spot and blanket coverage of 27 top markets in six states. Yankee's 27 home-town stations are your media for sales results in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FCC's VERSION of revised McFarland Bill (S 1973) to reorganize FCC expected to go to Chairman Sadowski of House Interstate Commerce subcommittee this week. Commission spent all day Friday on revising draft presumably at Mr. Sadowski's request. Commission's action may or may not have had any connection with Chairman Coy's visit to White House preceding day. Comr. Jones has already advocated McFarland Bill and probably will not go along with majority's version.

THURSDAY WAS another radio day at White House. FCC Chairman Wayne Coy had session with President and was followed by J. Leonard Reinsch, managing director of Cox Radio and TV Stations, who served as radio adviser to President during early days of his administration. Mr. Coy was noncommittal beyond commenting that international telegraph and telephone regulations had been discussed, but informed observers believe more intimate radio matters were dealt with. Mr. Reinsch's call was personal.

MEXICO, which abstained from NARBA negotiations at Montreal, reportedly has now signified willingness to join sessions when they resume in U. S., if they're delayed long enough to permit her to prepare. They're to start on call of U. S., between April 1 and Aug. 1. Mexico would prefer latter date. U. S. undoubtedly would welcome Mexican participation but probably would prefer earlier start.

COINCIDENTALLY, it's understood Mexico has revised her NARBA channel wishes slightly downward, compared to original requests. She now wants 540 kc, new broadcast channel which she's already using; two low-frequency clear channels in exchange for two of her present high-frequency clears, and one additional clear instead of two she originally asked for.

U. S. CHAMBER of Commerce sounding out broadcasters on possibility of using radio as mass promotional appeal. Theme would underscore advantages of free enterprise system. Thus far, details slim. Last Wednesday, Chamber President Herman W. Steinkraus conferred with top radio executives in exploratory session at C of C's Washington headquarters. While no conclusions reached nor plans made, understood tentative proposals would center on single national program plus possible spots for wide distribution.

COLOR TV continues to perk. Optical system, involving single tube with prisms, being shown to FCC Commissioners and staff brass by Elwood Meyers, veteran engineer, who's described as friend of Allen B. DuMont of DuMont Labs. In demonstrations (not telecast) black-and-white film came out in color. Meanwhile J. P. C. Engineering Works, Oak Park

(Continued on page 122)

Upcoming

Feb. 8: Television Broadcasters Assn. annual clinic, Waldorf-Astoria, New York.
Feb. 8-10: NAB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 10: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Feb. 10-11: Oregon State Broadcasters, U. of Oregon, Eugene, Ore.
(Other Upcomings on page 119)

Bulletins

STERLING DRUG Co., New York, through Dancer-Fitzgerald-Sample, to sponsor 10:45-11 p.m. segment of CBS *Sing It Again* starting Saturday, March 11. Product not announced. Sterling understood cancelling order for segment of ABC *Stop the Music* because of related product conflict involving Bert Parks, m. c.

GOLD SEAL Co., Chicago, for Glass Wax, begins regional spot one-minute campaign in about 14 Midwest markets Feb. 27 for 13 weeks through Campbell-Mithun, Minneapolis.

MURINE Co., Chicago (eye lotion), returns to spot radio Feb. 15 with one-minute commercials in more than 100 markets for indefinite period. Agency, BBDO, Chicago.

NOMINATIONS ANNOUNCED FOR NAB BOARD POSTS

LIST of nominees for 18 of 27 NAB board posts announced Friday. They include even-numbered districts and five at-large groups—large, medium, small, TV and FM stations. Included are those who accepted nominations. Three district directors elected automatically since they have no opposition [CLOSED CIRCUIT, Jan. 30].

Final ballots to be mailed about Feb. 10. District directors and those receiving largest number of votes in each at-large class to serve two years. Those running second in at-large balloting to serve one-year terms, interim procedure pending staggered two-year plan effective next year. Those elected to take office at NAB convention in April.

Two additional nominees necessary for TV directorships since four are required. NAB district directors will fill out slate this week at Chandler, Ariz., board meeting.

List of nominees follows:

District 2—William Fay, WHAM Rochester; Gunnar Wigg, WHEC Rochester.
District 4—Harold Essex, WSJS Winston-Salem, N. C.; E. J. Gluck, WSOC Charlotte, N. C.; Ray P. Jordan, WDBJ Roanoke, Va.
District 6—Harold Wheelahan, WSMB New Orleans.
District 8—H. M. Bitner Jr., WFBM Indianapolis; George J. Higgins, WISH Indianapolis.
District 10—William B. Quarton, WMT Cedar Rapids, Iowa.
District 12—Jack Todd, KAKE Wichita, Kan.
District 14—William C. Grove, KFBC Cheyenne, Wyo.; J. P. Wilkins, KFBB Great Falls, Mont.
District 16—Calvin J. Smith, KFAC Los Angeles.
Large Stations—Paul W. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; William B. Ryan, KFI Los Angeles; Victor A. Sholis, WHAS, Louis-

(Continued on page 122)

Business Briefly

NEW SPONSOR ● Nineteen Hundred Co. St. Joseph, Mich. (Kenmore washing machine etc.), using radio and TV first time in rele of 50 written and recorded AM spots and thr TV film commercials to dealers and distribut nationally for cooperative sponsorship. Agen Beaumont & Hohman, Chicago.

ARROWHEAD APPOINTS ● Arrowhe Network (Wisc., Minn.) names Ral-Tel Re representatives as national spot representativ according to Marlin E. Smythe, national sa manager of network.

RESIGNS ACCOUNT ● Weiss & Geller, Ch cago, resigns Elgin-American (compacts) a count, replacing it with accounts totaling $1. 200,000, according to Marvin L. Mann, rad and TV director. Elgin-American spent $80 000 on radio and TV last year, plans over $ million this year. Ruthrauff & Ryan and Rus sel M. Seeds mentioned among agencies like to land Elgin-American account.

SNUBBING OF RADIO BY MILITARY PROTESTED

DISCLOSURE that Grant Advertising agency for U. S. Army and Air Force recruiting, had no funds allocated to buy radio time although $1 million earmarked for space buying in first half of 1950, has provoked widespread protests by stations.

Encouraged by some national representatives and by BAB, stations have written Congressmen objecting to short changing of radio —celebrated as donator of free time to recruiting and other public service causes.

Issue may grow into general revolt against long practice by government agencies of paying for space in magazines and newspapers while seeking free time for same campaigns from radio (see story, page 15).

At least one important station reported to have cancelled number of Army programs and commercials it had been broadcasting free.

RADIO, GOVERNMENT LEADERS AT CORRESPONDENTS DINNER

PRESIDENT TRUMAN, government and broadcasting officials participated in annual dinner of Radio Correspondents Assn., held Saturday at Statler Hotel, Washington. Bob Hope was m. c. Elmer Davis, ABC is association president.

Talent, provided by networks with NBC as coordinator, included *Who Said That?* with Bob Trout, H. V. Kaltenborn, Vice President Alben Barkley, Oscar Levant and John Cameron Swayze; Russ Swan; Mindy Carson; Dennis Day; NBC orchestra under Norman Clotier. President Truman was given television table made from White House furniture. *Who Said That?* telecast by NBC-TV network.

List of head table guests follows:

President Truman; Vice President Barkley; Hugh Baillie, UP; Supreme Court Justice Hugo Black;

(Continued on page 122)

"THE GREATEST SHOW[S] ON EARTH

ARE ON KRLD AND KRLD-TV

10 out of 10 First

Neilsen's survey, published in Broadcasting Magazine, shows conclusively 10 out of 10 highest rated programs in the nation are CBS presentations . . . ALL ON KRLD!

14 out of 15 First

Neilsen's survey also reveals that 14 out of the first 15 highest rated programs on the air are CBS shows . . . ALL ON KRLD! That means AUDIENCE . . . AND SALES RESULTS!

3 out of 5 First

That's why KRLD AM is FIRST—MORNING 8:00 to 12 Noon. EVENING 6 to 10:30 p. m. and SUNDAY AFTERNOON 12 Noon to 6:00 p. m. 3 out of 5 against all stations in the Dallas-Fort Worth area. (Hooper for Dallas—October and November).

that's why **KRLD-KRLD-TV Are The BIG TOPS In Texas and the Great Southwest Market**

KRLD-TV
Channel
4

50,000 WATTS

This is why

KRLD

Is Your Best Buy

THE CBS STATION *for* DALLAS-FT. WORTH

THE BRANHAM CO., *Exclusive Representatives*

WIP Produces!

Example # 22

A new advertiser, without previous radio experience, bought a participation on WIP's "Dawn Patrol" (1:00 A.M. to 6:30 A.M.) . . . and six weeks later he wrote his agency . . .

"Our service department has picked up considerably and last week we sold four of the five cars we advertised . . . we would like you to examine the possibility of ADDITIONAL RADIO TIME."

Yes, WIP is . . . LIGHTNING THAT TALKS—*profit!*

WIP
Philadelphia
Basic Mutual
•
Represented Nationally by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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MAURY LONG, *Business Manager*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

RCA-8D21, *used in 5-kw TV transmitters*

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *has thoriated-tungsten filament, used in 50-kw AM transmitters*

Value Beyond Price

THE THREE TUBES illustrated are striking examples of RCA's pioneering in modern tube development . . . the kind of engineering leadership that adds *value beyond price* to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% *less filament power* than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of *every* RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

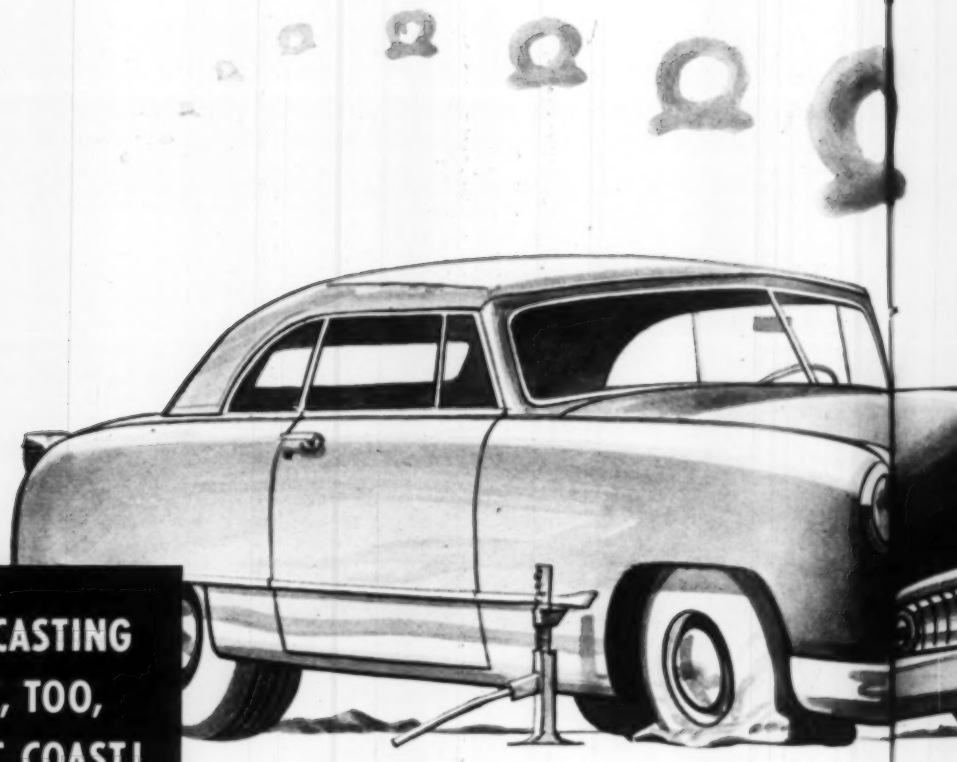
The world's most modern tube plant . . .

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**



RADIO BROADCASTING IS DIFFERENT, TOO, ON THE PACIFIC COAST!

RADIO BROADCASTING certainly is different on the Pacific Coast. Thousands of mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity all put the Indian sign on long-range broadcasting.

It is necessary to use *local network stations* located in the important markets to reach all of the people all of the time.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (the three other networks *combined* have only 48 stations).

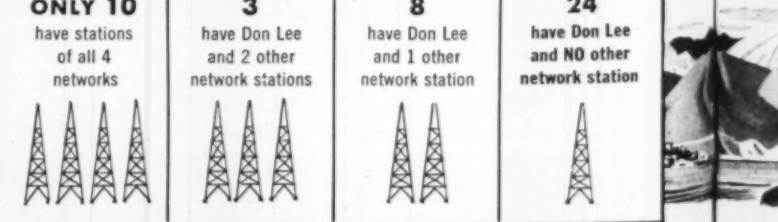
Only Don Lee has the flexibility to offer a *local network station* in the Pacific Coast markets where you have distribution.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY

Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	have Don Lee and NO other network station



XUM

It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you *get* what you buy every time.

That's why only Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

***Don Lee Stations on Parade:* KPUG—BELLINGHAM, WASHINGTON**

It is nearly 100 miles from Seattle to the Canadian border, yet Don Lee is the only network that has a station between these two points. Within 30 miles of Bellingham live 117,000 people who annually spend well over 100 million dollars in retail sales. When your program is on the Don Lee Network you get LOCALIZED coverage of this market with the 1000 watts of KPUG—one of the 45 stations used by Don Lee to cover the Coast.

The Nation's Greatest Regional Network

55 ADVERTISERS

utilizing WGY 10 years ago

are using WGY today

. . . reason?

They've found it Pays!

Represented Nationally by NBC Spot Sales

WRGB TELEVISION

CHANNEL 4

Serving Eastern New York, Western New England, Albany, Troy and Schenectady

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

New Business

CANNERS LEAGUE OF FLORIDA begins series of 10 or more half-hour shows on three Florida stations, WFLA Tampa, WDBO Orlando and WONN Lakeland. Series is titled *Golden Harvest of Melody.*

WALGREEN DRUG Co., Chicago, to sponsor *Cavalcade of Bands,* ABC-TV series, for expected 52 weeks on WTCN-TV Minneapolis and WAVE-TV Louisville, supplementing WENR-TV Chicago sponsorship. Firm buys *Cavalcade of Stars,* DuMont co-op, on WGN-TV Chicago. Agency: Schwimmer & Scott, Chicago.

NATIONAL SELECTED PRODUCTS Inc., New York (7-Minit muffin mix, pie crust mixes, 6 O'clock pudding, etc.), names Geare-Marston, New York, as agency. Test campaigns planned.

E. J. BRACH & SONS, Chicago, for Mint candy bar, starts TV spot series on four Chicago stations for minimum of 13 weeks. Expansion to other markets depends on Chicago sales. Agency: J. Walter Thompson Co.; **Victor Dreiske,** account executive.

TENNESSEE BISCUIT Co., Nashville, Tenn., appoints L. W. Roush Co., that city, to handle its advertising. Radio will be used. **Dandridge W. Caldwell** is account executive.

UNICORN PRESS, New York, through Victor A. Bennett, also New York, purchases Friday night edition of *Headline Clues,* 8:30-9 p.m. for 13 weeks on three DuMont TV Network stations, WABD (TV) New York, WAAM (TV) Baltimore and WTTG (TV) Washington.

CROCKERY DEN, Wilmington, Del. (glass ware), appoints Kates-Haas Adv., same city, to handle 10-month campaign. Television will be used. **Alan Goff** is account executive.

ILLINOIS PACKING Co., Chicago (Illinois brand fresh meat), will expand its Chicago TV schedule to all four city stations about Feb. 10 for 52 weeks with possible exception of Thanksgiving through Christmas period. Firm now uses spots on WNBQ (TV) and WBKB (TV) and will add 20-second film series to WGN-TV and WENR-TV all in Class A time, if plans are concluded. Agency: Phil Gordon, Chicago.

COLGATE-PALMOLIVE-PEET (Palmolive soap), adds C. P. MacGregor transcribed show, *King Cole Court* to its schedule over Lourenco Marques Radio, South Africa, bringing to five, number of its weekly shows over the station. Agency: Grant Adv., South Africa.

TELCO TELEVISION Inc., New York, appoints Lew Kashuk & Son Adv. Co., same city, to handle its advertising. Television will be used.

SOUTHERN CALIFORNIA CITRUS FOODS, Redlands, Calif. (Real Gold Quick Frozen orange juice), Feb. 15 starts six week radio and television test campaign on as yet undetermined Seattle stations. Spots and participations will be used on AM; spots on TV. Agency: J. Walter Thompson Co., Los Angeles.

CARLAY Co., Batavia, Ill., division of Campana Sales Co., scheduling TV film spots for Ayds reducing plan. Agency: H. W. Kastor & Sons, Chicago.

Network Accounts • • •

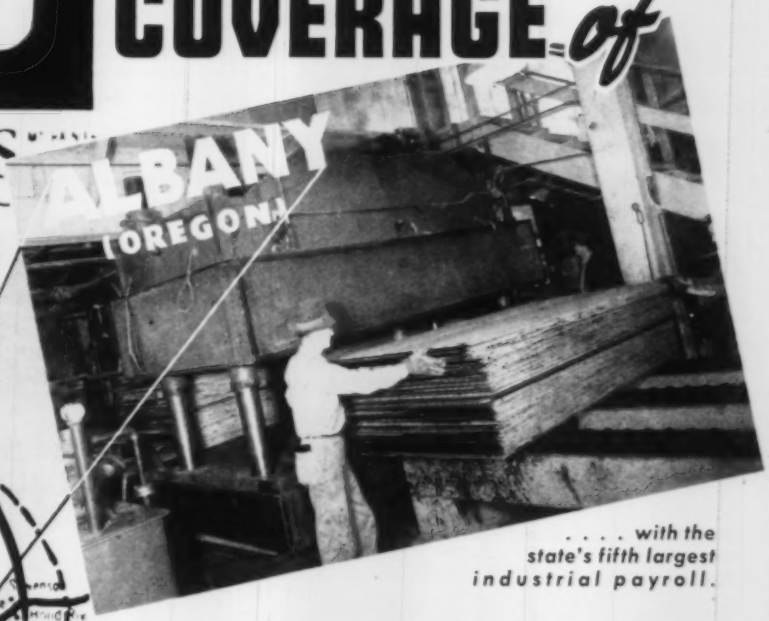
GORTON'S OF GLOUCESTER (canned and frozen fish) Feb. 16 begins participation in CBS-TV *Homemaker's Exchange.* Show heard daily 4-4:30 p.m. H. B. Humphrey Co., Boston, is agency.

Adpeople • • •

JOHN R. CHRISTIE, formerly account executive with Dan B. Miner Co., Los Angeles, joins advertising and sales promotion department of Mytinger & Casselberry Inc., distributor of Nutrilite food supplement, Long Beach, Calif.

LEE H. BRISTOL, president of Bristol-Myers Co., appointed chairman of advertising committee for Brotherhood Week.

KGW *Delivers...* COMPREHENSIVE COVERAGE of



. . . . with the state's fifth largest industrial payroll.

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's *Concentrated* Coverage of the fastest-growing market in the nation.

When a city more than doubles its size in five years the implications are far-reaching. In the case of prosperous Albany such a population growth has meant more demand for goods of all kinds . . . more money spent for food, housing, clothing, luxuries . . . a bigger, more lucrative market for YOU to tap through KGW's COMPREHENSIVE COVERAGE.

Oregon's population growth in the last nine years has been the largest in the nation. The relatively untapped resources of the Northwest . . . water-power, timber, agricultural and manufacturing opportunities . . . are bringing the modern pioneer West to settle in just such solid, vital communities as Albany.

KGW DELIVERS Albany . . . as it delivers Comprehensive Coverage of the fastest-growing market in the nation.

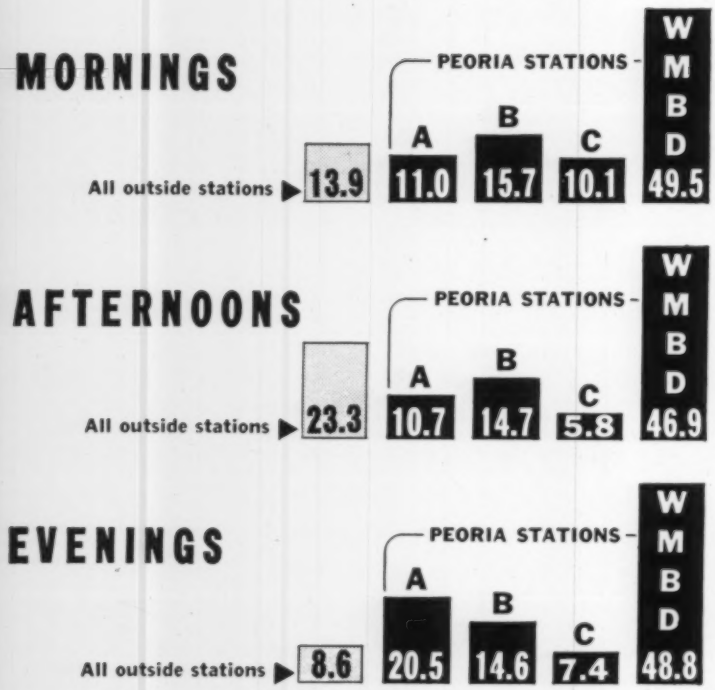
KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WMBD gives you a greater share of the audience than all other Peoria stations *COMBINED!*



Hooper Station Audience Index, Peoria, October-November, 1949

AM WMBD FM PEORIA

CBS Affiliate • 5000 Watts

Free & Peters, Inc., Nat'l. Reps.

Agencies

FRANK LINDER, manager of the McCann-Erickson office in Bogota, Colombia, for three years, transferred to agency's foreign department in New York as service supervisor on several international clients. They are Standard Oil Co., Lehn & Fink, Pharma-Craft, Tampax and Coca-Cola Export Sales Co. **JAIME GARZON**, assistant manager, succeeds Mr. Linder in Bogota.

PAT SWEENEY, public relations and promotion director of Dancer-Fitzgerald-Sample, New York, resigns to establish own firm to service agencies with public relations counsel. Temporary offices at 349 East 14th St., New York.

RUTH GOREN, formerly assistant director of television department of Kenyon & Eckhardt, New York, elected vice president of Loise Mark & Assoc., Milwaukee. She will head radio-television department of agency.

ROBERT (BUCK) BUCHANAN, former director and moderator of Northwestern U. *Reviewing Stand* on Mutual, joins Young & Rubicam, Chicago, as radio supervisor in radio and television department, which is headed by **PHIL BOWMAN**. Mr. Buchanan is former radio public relations director at Northwestern.

EDWARD N. HOFFMAN, formerly with Wexton Co., New York, joins William Von Zehle & Co., New York, as account executive.

JULIAN G. MURPHY, formerly with National Assn. of Home Builders, Washington, joins Grant Adv., New York, as director of public relations.

PAUL MICHELSON, formerly with Foote, Cone & Belding, San Francisco, joins copy department of Guild, Bascom & Bonfigli, same city.

PRICE, ROBINSON & FRANK Inc., Chicago, elected to membership in American Assn. of Advertising Agencies. Firm formed from split of **C. J. LaRoche & Co.** into two separate agencies.

MORT DUFF Agency, Phoenix, Ariz., sells Omaha office to **HAROLD E. ROLL**, manager of office since last May. Office becomes **Harold Roll Agency**, and will service new accounts as well as those formerly handled by Mort Duff Agency in that area.

JACK ROURKE, of George R. Nelson Inc., Schenectady, N. Y., shifted permanently to New York office for production supervision on *Mohawk Showroom*, thrice-weekly NBC-TV show sponsored by Mohawk Carpet Mills Inc., Amsterdam, N. Y. Mr. Rourke will assist **George Nelson**, agency head.

ALVIN Q. EHRLICH, partner in Kal, Ehrlich & Merrick, Washington, named chairman of Advertising Club of Washington's "1950 Jamboree."

WILLIAM M. WALL, former copywriter at Cities Service, joins copy staff of BBDO, New York.

JOHN CRAIN, formerly with Charles R. Stuart Adv., San Francisco, joins Dake Adv., same city, as account executive.

MAURICE C. COLEMAN, for past year manager of WATL Atlanta, resigns to return to his advertising agency, Maurice C. Coleman & Assoc., Atlanta.

POINT of PURCHASE Advertising Institute Inc. affiliates with Advertising Federation of America. **JOHN M. PALMER** is president of POPAI.

JAMES L. FALLON, formerly vice president of Davis & Co., Los Angeles, joins Erwin, Wasey & Co., same city to work on contract and creative staffs.

ALBERT M. CHOP, formerly assistant advertising manager of Acme Aluminum Alloys, Dayton, Ohio, joins Griswold-Eshleman Co., Cleveland, as assistant account executive.

W. H. FLEISCHMAN appointed manager of Toronto office of Benton & Bowles Inc. He joined Toronto office two years ago as account executive, after working at McKim Adv. Ltd., Montreal.

HARRY W. MORRIS, formerly with KGO San Francisco sales staff, joins Vernor Advertising Agency as account executive.

ROSS, GARDNER & WHITE, Los Angeles, moves to new quarters at 2326 West Eighth St. Phone is Dunkirk 7-7211.

McGUIRE ADV. Ltd., Windsor, Ont., opens branch at 822 Sherbrooke St. East, Montreal, with **Lionel J. St. Jean** as manager.

BRISACHER, WHEELER & STAFF, San Francisco, announces construction on its new $200,000 office building will begin about March 1. Building will be located on Bush St., between Franklin and Gough.

Transit radio

BUILDS RESULTS at LOW COST

Because . . .

The Riding Audience . . .

Is the BUYING Audience

★

IN BALTIMORE, ONE OF THE NATION'S LARGEST MARKETS, ANOTHER ADVERTISING MEDIUM IS MAKING ITS SALES IMPACT FELT BECAUSE . . .

TRANSIT RADIO REACHES AN AUDIENCE IN TRANSIT:
Riders are close to points of sale, actually in position to act now in response to your advertising.

TRANSIT RADIO REACHES A COUNTED, GUARANTEED AUDIENCE:
The advertiser knows how large an audience he is reaching. The rate he pays is based essentially on the actual count of paid passenger fares.

TRANSIT RADIO REACHES A SELECTED AUDIENCE:
Different occupational groups, age-groups and income-classes ride the buses during the various time periods of the day. Since this audience composition is known, the advertiser can select his most logical customers by selecting the hours when they ride.

TRANSIT RADIO PROVIDES PLEASANT PROGRAMMING—
Music, news, weather reports, time signals, sports scores, special features.

★

National Representatives: Transit Radio, Inc.

250 Park Avenue
New York 17, N. Y.
Murray Hill 8-3780

35 East Wacker Dr.
Chicago 1, Illinois
Financial 6-4281

Transit radio

is available in all these markets and others coming soon.

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Hgts., Md. WBUZ
Cincinnati, Ohio WCTS
Des Moines, Iowa KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Texas KPRC-FM
Huntington, W. Va. WPLH-FM
Kansas City, Mo. KCMO-FM
Omaha, Nebr. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

WMAR-FM

Your Transit radio Station

BALTIMORE, MARYLAND

what's new?

Everything

is new with

KOME

the Mutual station in Tulsa, Oklahoma

- *New power... now 5000 watts**
- *New frequency... now 1300 kc*
- *New representative...*

Weed

and company

New York • Boston • Chicago • Detroit
San Francisco • Atlanta • Hollywood

*daytime; 1000 watts night

BROADCASTING
TELECASTING

Vol. 38, No. 6 WASHINGTON, D. C., FEBRUARY 6, 1950 $7.00 A YEAR—25¢ A COPY

SPOT BUSINESS AT PEAK

January Sales Hit All-Time High

MORE spot business was broadcast in January than in any other month to date in all radio history, in the opinion of leading station representatives.

Actual dollar spot expenditures for the month have not yet been computed and tabulated and will not be for some weeks, but according to the men who sold the time, January appears to have hit an all-time high in the use of spot radio.

An influx of automotive business announcing the 1950 models was the most frequent explanation given for the peak billings in January, a month that usually lags behind December in the volume of spot radio advertising. Some representatives also noted that radio advertising of cold cures and other remedies, particularly the new anti-histamine products, was unusually heavy during January. And all the representatives remarked that the makers of foods, cigarettes, soaps and other users of spot radio maintained normal or better than normal campaigns during the month.

Lewis H. Avery, president, Avery-Knodel, told BROADCASTING: "This will be our best January. It will also be the best month since we started in business."

'Best Month Yet'

George W. Bolling, president, The Bolling Co., said: "There's no question about January 1950 being the best month in the history of the business." And he added that from all indications 1950 ought to turn out to be the best year his firm has ever had.

Joseph F. Timlin, New York manager of The Branham Co.'s radio division, said that although final figures for January are not yet available, he is sure that it will be the best month to date. Like the others he credited the all-time high billings to automotive and anti-histamine advertising.

Frank Headley, president, Headley-Reed Co., reported that "without question, January will be the best month in our business," although, he, too, said that he would not have actual dollar figures for some weeks. Conversations with managers of stations represented by his firm indicated, Mr. Headley said, that the week of Jan. 9 was probably the best week in their history, due to a concentration of automotive advertising at that time.

John E. Pearson, president, John E. Pearson Co., said: "Our bookings for January were about 15% higher than any other January in our history. We're very hopeful that the future will turn out as well as the month of January. From indicated activity of various agencies, it is going to be a big spring for spots in both radio and TV."

Other station representatives were more conservative in their estimates of the volume of January spot business, but not one reported any decline. "Business is very good," according to Edward Petry, president, Edward Petry & Co.

"This January was better than the same month a year ago and even better than December, due largely to automotive business," an executive of Paul H. Raymer Co. reported.

Automotive Business

Automotive spot business on the air in January included use of more than 500 stations by Chevrolet Div. of General Motors, placed by Campbell-Ewald Co. GM's Buick Div., through Kudner Agency, used 80 stations in 32 markets, plus TV spots on 60 stations in 45 markets in a $150,000 broadcast campaign. Oldsmobile Div. of GM, through D. P. Brother & Co., advertised its new cars on 177 stations. Another GM car, Pontiac, ran a late fall campaign on some 700 stations, through McManus, John & Adams, but that had concluded its run before the first of the year.

Ford Dealers, through J. Walter Thompson Co., advertised 1950 Fords on more than 200 stations in a campaign which began in the fall and which, at its peak, included more than 1,000 stations.

Hudson Motor Car Co. advertised its new models on some 700 stations in a campaign placed by Brooke, Smith, French & Dorrance. Packard Motor Co., through Young & Rubicam, also sponsored a spot campaign, using jingles for the new Packards.

Chrysler Corp. utilized extensive spot campaigns for its new cars during January, advertising Plymouths (through N. W. Ayer & Son) in 240 markets, Dodges (Ruthrauff & Ryan) in more than 1,000 markets and a widespread campaign for DeSotos (BBDO). These spot schedules have been

(Continued on page 102)

FREE TIME ABUSE

Independents Mull Problem

By J. FRANK BEATTY

ABUSES of radio's generosity in offering free time are increasing and the NAB Unaffiliated Stations Committee proposes to stop these abuses as well as to turn some of the time applicants into customers.

The committee came up with several specific suggestions at a Thursday-Friday meeting at NAB Washington headquarters. Ted Cott, WNEW New York, presided. In addition the committee drew up plans for the "Independents' Day" meeting at the Chicago NAB Convention, Sunday, April 16, as well as a foreign language meeting the following morning.

Basic device to impress on the countless thousands of free-time applicants that radio time is valuable and that stations are anxious to cooperate in worthy causes will be the use of a dramatic billing technique.

This plan is simple. When a government, civic, religious, welfare or similar agency asks for free time, the committee recommends that the station send the applicant a bill for the time. This bill would be marked "paid."

* * *

By such a device, the time recipients would quickly realize the commercial value of the time donated by the station, the committee feels. Duplicates of the bills would be sent to a central statistical agency such as the NAB. This agency would tabulate the bills and at the end of the year would come up with a figure showing in terms of dollars how much free time was represented.

The committee noted a growing feeling among public, semi-public and related organizations that broadcasters are obligated to make their time and facilities available without charge.

Many of them, it was added, "throw the FCC at us," a coercive

(Continued on page 104)

* * *

PROBLEMS of independent stations occupied the two-day session of NAB Unaffiliated Stations Committee. L to r: Lee W. Jacobs, KBKR Baker, Ore.; Robert Maynard, WSVS Crewe, Va.; Ted Cott, WNEW New York, chairman; Patt McDonald, WHHM Memphis; Melvin Drake, WDGY Minneapolis; Ben Strouse, WWDC Washington.

WEAM Replaces WOL As Mutual Washington Affiliate

MBS will shift its Washington affiliation Feb. 20 from WOL to WEAM Arlington, Va., under a contract signed in the nation's capital Thursday.

The change follows sale of the WOL Cowles-owned property (1260 kc 5 kw directional) to WWDC Washington, whose 1450 kc 250 w facility was acquired by Peoples Broadcasting Corp., wholly-owned subsidiary of the Farm Bureau Mutual Automobile Insurance Co. of Columbus, Ohio [BROADCASTING, Dec. 12, et seq].

The WWDC-WOL interchange of facilities was approved by the FCC Jan. 26.

WEAM is owned by Harold H. Thoms, also interested in a group of stations in the Southeast. Two of the outlets—WAYS Charlotte and WSSB Durham, N. C.—are MBS affiliates. Negotiations were handled for MBS by E. M. Johnson, station relations vice president.

Mr. Thoms said WEAM is working on plans to open Washington studios. He added that WEAM's 5 kw transmitter is located just four miles from the heart of downtown Washington business district. WEAM took the air 2½ years ago as a 1 kw daytime outlet, increasing to 5 kw full time directional on 1390 kc last March.

MBS plans to retain, for the time being at least, its Washington office and newsroom at 1627 K St. Northwest. A. A. Schechter, MBS vice president in charge of news and special events, will continue to supervise the Washington news operation with Hollis Seavey continuing as head of the MBS capital office.

When the change-around becomes effective WWDC will move from 1000 Connecticut Ave. N.W. to 1627 K St., present WOL headquarters, and WOL, under Peoples Broadcasting, will take over the Connecticut Ave. offices of WWDC.

Fred A. Palmer, manager of the new WOL and WOL-FM for Peoples Broadcasting, notified advertisers and agencies Friday that the firm "will follow the general operating policy of WOL as a 27-year-old station." He has temporary offices at the Raleigh Hotel, along with Edgar Parsons, assistant manager and program director. Peoples Broadcasting owns WRFD Worthington, Ohio, Columbus suburb. Mr. Parsons had been its manager.

Harold Reed, present WOL chief engineer, will retain the post under the new owners. The technical setup includes a main 250 w AM transmitter in Washington with synchronized 250 w booster in nearby Silver Spring. The 20 kw FM transmitter is at the Silver Spring site.

Farm Bureau Mutual is described as the fourth largest insurer of automobiles in the nation. President is Murray Lincoln who controls other farm and insurance interests.

Mr. Palmer said the new WOL was purchased as an investment and will serve no special interests, making time available to all legitimate advertisers and giving equal time to both sides in controversial questions. He said the overall programming will be "homey" and "down-to-earth."

WWDC is planning an extensive promotion campaign for the Feb. 20 shift. Already on the air are spot announcements by radio and screen stars. Post cards will be dropped from airplanes, some entitling the finders to $12.60. Transcriptions have been cut by local officials and civic leaders prior to inaugural ceremonies. Sandwich men with radios will patrol downtown Washington.

Ben Strouse, vice president and general manager, remains in charge of WWDC. Continuing in their posts will be Herman N. Paris, commercial manager, and Norman Reed, program director. Art Brown, WOL disc jockey, moves to WWDC along with Bert Libben, salesman. Ross Beville, WWDC chief engineer, continues in his post as do Dennis Sartain, head of the WWDC news bureau, and Irving Lichtenstein, public relations and sales promotion director. WWDC will take over the present WOL *Voice of Washington* news program with Les Higbe. Fred Fiske joins WWDC's announcing staff.

The station will carry all games of the Washington Senators baseball team.

NEW MBS OUTLET for Washington will be WEAM Arlington, Va. Affiliation pact was drawn up Thursday in the capital. Present at negotiations were (l to r): Seated—Harold H. Thoms, WEAM president, and E. M. Johnson, MBS station relations vice president; standing, Howard Stanley, WEAM general manager, and Bob Carpenter, MBS eastern manager of station relations.

Andrews Joins Maxon

S. JAMES ANDREWS, former producer-director at Paramount Pictures, Hollywood, and for a number of years prior to that vice president of Lennen & Mitchell in charge of radio and television, has joined Maxon Inc., New York. His new post is as assistant to the president in charge of radio and television. Mr. Andrews will operate on an agency-wide basis, although his headquarters will be in New York.

Mr. Andrews

VENARD NAMED *V. P. Eastern Sales Mgr. Of Taylor Co.*

APPOINTMENT of Lloyd George Venard as vice president and eastern sales manager was announced last Friday by O. L. (Ted) Taylor, president of the Taylor Co. Inc., formerly Taylor-Borroff & Co., station representative. The change of name, which became effective Feb. 1, grew out of the recent resignation of Edward R. Borroff, former minority stockholder who takes over management of KPHO-TV Phoenix, of which he is part owner. Mr. Borroff, former ABC Central Division vice president, had joined the organization in September 1948.

Simultaneously, the resignation of John D. Allison as manager of the New York offices of the firm was announced. Mr. Allison has not disclosed future plans.

Mr. Venard, widely known in radio, joins the Taylor company after more than a decade with Edward Petry & Co. Headquartering in New York, he will direct sales and station relations in the territory east of Chicago.

Mr. Venard's 20 years in advertising have ranged from street car card exploitation to radio. His former radio connections included the sales staff of WGAR Cleveland and sales managership of WCKY Cincinnati.

Mr. Taylor announced that Mr. Venard's appointment is the first step in the 1950 expansion program of the organization. Two additional men will be appointed to the New York sales staff, and additions to the list of stations represented will be announced shortly. The company plans removal to larger New York quarters as soon as space can be acquired.

Mr. Taylor

Mr. Venard

CBS AFFILIATE SUIT

Network Asks Dismissal

CBS, representing KOOL Phoenix and KOPO Tucson, has filed a motion for dismissal of the suit brought Nov. 17 by Salt River Valley Broadcasting Co., for KOY Phoenix and KTUC Tucson in Chicago's Federal District Court. Late Friday it was reported that if the move is successful, the case will not be continued in court today (Monday) as scheduled. CBS contends that an oral agreement between the network and the Salt River stations was not formal and therefore not approved by the FCC. Plaintiff, through Damon, Hayes, White & Hoban, Chicago, contends that the KOY-KTUC suit is based on the original written contract and not on the oral agreement. CBS switched its affiliation to KOPO and KOOL Jan. 1.

Webster-Chicago Tests

WEBSTER-CHICAGO Corp. is promoting use of its wire recorders as teaching aids with a two-month radio test campaign in Madison, Wis., and Peoria and Rockford, Ill. One-month AM spot test begins in Memphis in March. Results of the $12,000 campaign will determine whether a national spot schedule will be used. Agency is Fuller, Smith & Ross, Chicago. Paul Brickman is account executive.

BMB TOASTED

2,100 Stations Covered; Gets Industry Praise

NEW STUDY OUT

AGENCIES and advertisers have an improved weapon for use in spending advertising dollars, according to their spokesmen, as a result of the second Broadcast Measurement Bureau study.

Though few buyers of radio time have had a chance to study the reports in detail, they expressed enthusiasm for the new fund of facts covering the audience that broadcasters reach.

The second BMB data will "contribute largely to the medium's acceptance by those who support it financially," declared Paul B. West, president of the Assn. of National Advertisers.

Frederic R. Gamble, president, American Assn. of Advertising Agencies, declared the reports "will be welcomed and used by advertising agencies from coast to coast."

Linnea Nelson, chief time buyer of J. Walter Thompson Co., New York, called the data a "definite improvement" and added, "We can't get the reports fast enough."

Justin Miller, NAB president, said the figures "will help the buyers of time immeasurably in selecting broadcasting as a medium."

Their detailed comments follow:

Miss Nelson—"While I have not yet received the completed station reports of the second nationwide BMB survey, as a board member I am generally familiar with the nature of the study and I believe it presents a definite improvement over the first one made in 1946.

Miss Nelson

"We can't get these reports into our hands fast enough, as too many stations are still using the 1946 BMB material which is outmoded, to say the least. It is interesting that while a lot of broadcasters have grumbled about the first BMB study, the real majority haven't produced anything else in the interim.

"If we could depend on a completely intelligent and unbiased reaction, there would unquestionably be a permanent and continuing BMB."

Mr. West—"Broadcasters always have been alert in recognizing the part that the nation's advertisers have played in the phenomenal development of this mass medium. When growth is so rapid, it becomes more and more difficult to see the whole picture of advertising impact in true perspective. The BMB's second nationwide examination of audiences will contribute largely to the medium's acceptance among those who support it financially. It reflects, in uniform fashion, the potential markets covered by radio. This year's study, although produced in a transitional period that has been troublesome, nevertheless offers many improvements over the first study. The ANA's own enthusiasm for such measurement is evident in its continuing support of the bureau."

Mr. West

Judge Miller—"I am sure that hundreds of advertisers and advertising agencies, as well BMB subscribers have awaited this day anxiously. New data on audiences of stations throughout America will help the buyers of time immeasurably in selecting broadcasting as a medium for their advertised products. The BMB study, concluded after many difficulties, has been

(Continued on page 106)

Judge Miller

"A LOUD squeal is going to go up when station subscribers to BMB's second study take their first look at their 1949 coverage maps," Dr. Kenneth H. Baker, NAB research director and acting president of BMB, said Tuesday in announcing the completion of the study at BMB headquarters in New York [BROADCASTING, Jan. 30].

Individual station audience reports, taken directly from the tabulating machines and certified by Dr. Baker, were mailed that day to the 629 BMB subscribers, marking the completion of an 11-month undertaking that began last March when more than 650,000 ballots were mailed to radio families in every county in the nation. These reports will be followed within a week or two by printed forms containing not only the audience statistics but also maps showing each station's day and night effective coverage areas.

2,100 Stations

Noting that the 1949 study tabulated 2,100 stations in place of the 900 tabulated in 1946, Dr. Baker said that the addition of 1,200 new stations inevitably had "poked some holes and clipped off some edges" from the coverage areas of the old established stations.

On the other hand, he pointed out, power increases, network affiliations, better frequencies and better programming since the first BMB study was made give hundreds of stations increased audiences in 1949 over 1946.

"Assuming that the average hours of family listening—which are not measured by BMB—remained the same for the second study as for the first, the addition of 35 stations in North Carolina, 65 in California, cannot help but cause more dial tuning, more switching from station to station," Dr. Baker said.

He pointed out that the total weekly audience figures reported for any station in the 1949 study are directly comparable with the 1946 report on that station. The maps are also directly comparable, he said, all being drawn to exactly the same scale for both years.

New Data

What is new about the 1949 study is the "Composition of Total Weekly Audience," comprising three tables which were not included in the 1946 reports. These cover the number of families reporting listening to the stations six or seven days or nights a week, three to five days or nights a week and one or two days or nights a week. Both day and night figures are given for each county and city under each of these headings, as well as for the total weekly audience. The report also shows the total number of radio families for each area and the percentage of the figure which the station can claim under each listening category.

These new data were designed to meet the numerous complaints which greeted the first study, Dr. Baker said. He recalled that at that time many stations complained that the BMB figures made no distinction between a local station whose listeners tune it in regularly each day and a distant station which may be tuned in once a week for a special network program not broadcast locally. As long as each of these two stations was reported as heard at least once a week by any family, it received equal credit in the BMB report for that family.

The "Composition of Total Weekly Audience" figures give the 1949 BMB study a new flexibility, Dr. Baker stated. He noted that "it will be interesting to see what will happen to these three columns," adding that "a great deal of floundering around" may be expected. He warned against any immediate establishment of rigid rules by either the sellers or buyers of time, urging that six months or a year of use of the 1949 reports precede any standard setting.

Loyalty of Listeners

The ratio between a station's six-to-seven day audience and its total weekly audience might be considered as an index of station loyalty, Dr. Baker pointed out. "The station with a loyalty index of 90% has a different story to tell than one whose loyalty index is only 50%," the acting president of BMB declared.

Asked what would be considered a "good loyalty index figure," he replied that he does not know now,

(Continued on page 106)

CBS NAMES KAYLIN

For AM Sales Presentations

EDWARD KAYLIN, formerly with the NRDGA and Schenley Distilleries, has been appointed manager of AM sales presentations at CBS, the network announced last week.

Gordon Hellman, formerly with Kenyon & Eckhardt, New York, and ABC, was named manager of CBS-TV sales presentations at the same time.

R. D. MERRILL (center), Seattle lumberman and heir to the Don Lee Network, gets together with Lewis Allen Weiss (l), chairman of the Don Lee board of directors, and Willet H. Brown, network president. Mr. Merrill was named sole heir to the $9 million estate of his nephew, Thomas S. Lee, who died Jan. 13 [BROADCASTING, Jan. 23, 16].

In the belief that instruction on healthful living practices is a public service much more important than its policy-selling . . .

Metropolitan's Radio S

By HERMAN BRANDSCHAIN

METROPOLITAN Life Insurance Co. has concentrated its entire radio effort not in selling insurance but in selling health.

For it is partly by selling longevity, as well as by selling policies, that this company can remain the biggest non-governmental financial institution in the United States (assets: $9¼ billions).

The longer it keeps its 33 million policyholders living, the longer they will be paying premiums. The company has a direct interest in the health and well being of more people than any other business organization on earth.

It therefore has had good reason to concentrate its entire radio effort on getting people to live longer.

The result has been an adventure in public service for which Metropolitan can be proud. And indeed, praise and goodwill have attended the company's effort.

It has used radio—network and local—to advise on health, caution on safety and to boost all health and welfare organizations such as the Red Cross and National Safety Council.

And it uses radio as one means of inviting the public to write in for its health and welfare books—pamphlets on subjects ranging from diet to safe driving, from accident prevention to cancer. These booklets are the spearpoint of as big a public health program as has ever been conducted by a non-governmental organization.

The size of its pamphleteering for health may be gauged by an almost incredible statistic — that the Metropolitan has given away one booklet a second ever since 1909.

Just how many booklets radio is responsible for distributing would be hard to assess. A listener may hear of a certain booklet on a broadcast but then obtain it by a personal call on a Metropolitan local agent. Radio should get the credit for such distribution but it wouldn't show in any records.

Yet, there are statistics that do show radio's pull in this direction. For, since June 17, 1946, 1½ millions of listeners have written to stations or network (CBS) directly requesting booklets after hearing them offered on broadcasts.

The company, however, has other reasons for spending almost half its $2 million advertising budget on radio. Its top management, from President Leroy A. Lincoln down through Second Vice President James L. Madden, in charge of advertising, is convinced of the value of radio and it is budgeted for accordingly.

Metropolitan reasons that a greater percentage of its policyholders are concentrated in large cities and where radio can reach them. So, Metropolitan's air effort is primarily a city campaign. It uses 363 programs a week in 47 cities in the United States and Canada.

* * *

MOSTLY these programs are local 15-minute newscasts or participation programs. Newscaster Eric Sevareid, however, also is used on 15 key CBS stations Monday through Friday from 6 to 6:15 p.m. in the East while newscaster Dave Vaile is used on seven CBS stations on the Pacific Coast Monday through Friday from 8:15 to 8:30 a.m. (PST).

That mixture of network and local programming gives coverage at more different hours, the company reasons. But in addition, it provides something even more valuable—the local touch. It means that Metropolitan can engage a popular local announcer who has a good following and it means that Metropolitan can cooperate with local health agencies and thus make itself felt as part of the local community.

Metropolitan is unique, too, in the fact that its basic radio philosophy has never really changed.

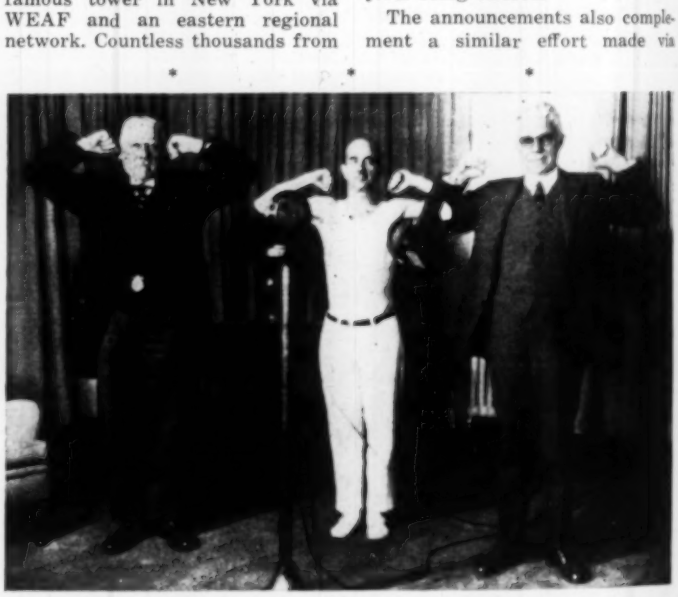
It started in radio on the health and welfare theme back in 1925. In those days the company sponsored Arthur Bagley in a daily program of setting up exercises which was broadcast from Metropolitan's own famous tower in New York via WEAF and an eastern regional network. Countless thousands from 1925 to 1936 started the day off right by following Mr. Bagley's exhortations to action from 6:45 to 7:45 a.m. Monday through Friday.

Its present radio series began in 1946 and a phrase labels it—"Good Hints for Good Health." Accompanying the programs are announcements on diseases that are leading causes of death, on safety problems and on general health subjects, such as summer hazards (sunburn, etc.), safe driving, etc.

Announcements themselves are planned with the Metropolitan agency, Young & Rubicam, to fit in with seasonal factors and with campaigns by health agencies. Thus announcements on tuberculosis and the offer of a pamphlet on tuberculosis are pre-Christmas subjects, coinciding with the Tuberculosis Seal effort. Home safety and holiday safety are announcement topics right at the Yuletide, with appropriate booklets on these subjects being offered.

The announcements also complement a similar effort made via

* * *



METROPOLITAN LIFE started its radio broadcasting on a "health and welfare" theme and has never deviated from it. Here is physical culturist Arthur Bagley (center) who used to put radio listeners through setting up exercises every morning from a studio in Metropolitan's own New York tower back in the 20's. The program was carried over WEAF, now WNBC New York and an East Coast network. With Mr. Bagley are the late Haley Fiske (l), former president of Metropolitan, and the late Robert Lynn Cox, vice president, strong backers of the health and welfare campaign.

o Stresses Better Living

magazines. Radio, however, which is not on the monthly basis of so many magazines, lends itself to more flexibility and during any month's period more than one subject will be treated over the air. It also is felt that the effort to keep the radio announcements tied to one subject for a month, merely to keep in step with the magazine tempo, would overtax the listener. So the radio announcements vary either on a weekly or fortnightly basis.

Many radio personalities know from personal experience that the announcements and the pamphlets are based on the soundest medical opinion available. It is not hard for radio personnel working on Metropolitan shows to become sold on the company's health program. Often, it has been fortunate that this has been a fact.

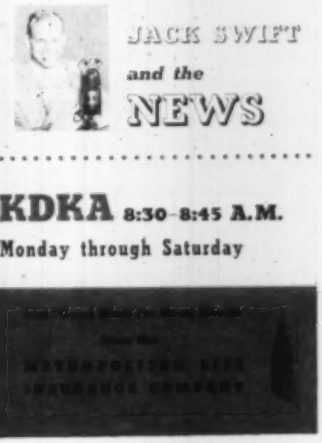
Mary Margaret McBride, for example, whose following over WNBC New York has made her a figure of national proportions, found that her figure also was growing by pounds as well as by repute. She took the necessary action after reading the "Overweight and Underweight" pamphlet of her sponsor. Several months later, when she underwent an operation, her physician told her that her condition might have been very much more serious had she not reduced in time.

Incidentally, the "Overweight and Underweight" booklet has won the biggest response of all Metropolitan books from the U. S. radio audience since 1946—about 260,000 requests for it having come in. Since it was announced on 18 different weeks, that means about 14,500 requests for it came in for each week it was announced.

* * *

THAT booklet, however, is not the "best-seller" in the Metropolitan health library from the standpoint of radio mail-pull. A cook book is first with an average of 26,040 requests per week; a pamphlet on rheumatism is second with an average 17,338; one on allergies is third with 14,281. The "Overweight and Underweight" booklet is next.

All this effort has won the company another kind of mail pull, too



HERE's an example of the way a local station got in back of Metropolitan's "Good Hints for Good Health" campaign. KDKA Pittsburgh promotion department produced these posters to boost the Metropolitan show and attended to distribution of the placards.

* * *

—praise for its public service work. Laudatory messages have come from listeners, ranging from persons benefited directly to Government officials, from individual physicians to medical organizations. In Canada, as well as the United States, public authorities have praised the Metropolitan's pamphleteering via radio.

A few samples from some of the letters indicate the importance the Metropolitan has assumed through its radio health program. The New York Chapter of the American Red Cross wrote, after the Metropolitan had plugged Red Cross home nursing classes:

You are our greatest implement for success. You are not only giving us encouragement but making a great contribution to the prevention of sickness and to the health of New York City.

Even as generous praise was sent by the Detroit Chapter:

This is the best response that we have ever had to radio publicity. We received enough enrollments to organize two extra classes.

Similar messages have been sent by the top officers of such organizations as National Safety Council, American Diabetes Assn., American Hospital Assn., and many others.

The Metropolitan effort could hardly escape the scrutiny of prize-awarders. In 1948 it won the Annual Advertising Award founded in 1928 by Edward Bok for the effectiveness of radio program commercials as a social force. Young & Rubicam, Metropolitan's agency, also was named for its part in the programming. The commendation noted that approximately 280 announcements were used weekly on 50 stations in major U. S. and Canadian cities at hours which "attract the widest possible range of listeners."

Metropolitan also makes a most creditable effort to advertise its radio programming.

In its New York headquarters, it has created a focal point for propagandizing radio policies. There, the office of advertising promotion manager has been created, a post occupied by Jerry Crowley, a man with an impressive background in radio, promotion and advertising. It is his job to explain the company's advertising policies—to the public, to policyholders, to employes.

Under Mr. Crowley's direction, 600,000 leaflets go out four times a year to Metropolitan's agents to publicize the local broadcasts. These leaflets are then distributed by the local agents to people in the community. The leaflets call attention to Metropolitan's "Good Hints for Good Health" broadcasts and to the fact booklets offered can be obtained either through the local station or the local company agent. The call letters of the local station and the time of its Metropolitan programming are imprinted on the leaflets.

Thus, by this promotion ma-

(Continued on page 107)

* * *

THESE are a few of the booklets which are given away as part of Metropolitan's Health and Welfare radio campaign.

On the dotted line . . . . . .

SEALY of the Southeast (bedding) sponsorship of full 52 weeks of Ziv Co.'s *Meet the Menjous* on WMPS Memphis is set by Louis Haas (r) of Sealy's. With him are Harold R. Krelstein (l), vice president and general manager of WMPS, and Jane Erdman, account executive of Lake-Spiro-Shurman Agency.

PRESENT as Lack's Auto Supply Stores, Houston, contract for *The Adventures of Maisie* on KXYZ Houston, are (l to r): A. I. Lack, pres., Lack's; Hubert Roussel, *Houston Post;* Glenn McCarthy, pres., Shamrock Bcstg. Co. (KXYZ); Rube Farmer, gen. mgr., Lack's.

DISTRIBUTION of Capitol Transcription Library in Canada through Capitol Records of Canada Ltd., London, Ont., is arranged by (l to r): Lockwood Miller, pres., Capitol's Canadian firm; Cliff Odgen, sales mgr., Capitol Broadcast Div.; Floyd Bittaker, v. p. in charge of sales, Capitol.

DAILY five-minute newscast and three daily spot announcements fill Okmulgee Western Auto Store's one-year contract for time on KHBG Okmulgee, Okla. Deal is set by (l to r): Dan Kenan, KHBG commercial manager; P. L. T. Dudley, manager of store, and Hal King, KHBG general manager.

CONTRACT with Walter B. Cooper, local Chevrolet dealer, for purchase of all available time on KCOL Fort Collins, Col., on the day the new Chevrolet was introduced, is arranged by (l to r): Dave Schlothauer, KCOL sales mgr.; Douglas Kahle, mgr., KCOL; Mr. Cooper; W. F. Michael, mgr., Poudre Chevrolet.

CAMPAIGN to promote TV sets sales on Fred Hillegas newscast over WSYR-AM-FM Syracuse prior to WSYR-TV opening March 1, is set by Floyd Piron (seated l), v. p., B. H. Spinney Co., set dealer. With him are Mr. Hillegas (seated r) and (standing l to r) Ed Taggart, Spinney sales prom. mgr.; Marvin Shapiro, WSYR acct. exec.

EDGAR BILL RETIRES

Replaced by Caley As WMBD Mgr.

EDGAR L. BILL is stepping down from the helm as one of radio's pioneers after nearly 26 years in broadcasting operations. His decision to retire as president and general manager of WMBD Peoria, Ill., a post he has held for the past 18 years, was announced last week.

Mr. Bill's executive position at WMBD will be assumed by Charles C. Caley, station's executive vice president for the past four years, who has acquired 25% of Mr. Bill's WMBD holdings. Remainder of the shares have been retired by the company.

The career of 57-year-old Edgar Bill encompasses a quarter-century of broadcasting endeavor, highmarked by his purchase in 1931 of WMBD and the building of the station through the years as a leader in the radio field.

Before acquiring the Peoria station, Mr. Bill managed WLS Chicago for seven years. He also aided in the organization of NAB, serving as a director for six years.

In announcing his retirement decision, Mr. Bill said: "Radio has made remarkable progress in its first 25 years and I have enjoyed the part I played in its growth. I foresee even greater progress in the next 25 years—the future appears

Mr. Bill

Mr. Caley

to hold great possibilities. Charlie Caley I consider one of the young, aggressive leaders, thoroughly familiar with radio's mission, and well-qualified to help in bringing these possibilities to an early realization."

With WMBD Since 1934

Mr. Caley has been associated with WMBD since 1934 and is a well-known figure in the industry. He is serving his second term as a director of the NAB, and also is president of WDZ Decatur, Ill.

While relinquishing direct participation in WMBD's operations, Mr. Bill, who is recovering from a recent heart condition, has let it be known that he is not dropping out of the radio field entirely. He plans to remain active, although to a lesser degree, in other Peoria and radio business interests to which he will devote some of his time.

In assuming his new post at WMBD, Mr. Caley said: "I welcome this opportunity to be of greater service to the broadcast industry. We have some worthy goals toward which to strive—we will do our outmost to reach them."

Under the executive realignment, Harry P. Slane has been named WMBD president and Carl P. Slane retains his position as chairman of the board of directors.

STAN LEVEY

To Reopen Ziv Chicago Office

STAN LEVEY, assistant sales manager at WBBM Chicago and associated with the CBS station for the past 10 years, will reopen the Chicago office of Frederic W. Ziv Co. next week.

Mr. Levey has been engaged in the radio and theatrical advertising business in Chicago for the past 28 years, starting as a Chicago theatre usher and later becoming assistant to Sam Schoenstadt, operator of a chain of theatres in the Illinois metropolis. He later worked for Universal Pictures in Chicago and was engaged in the advertising departments of the Hearst newspapers there.

Other Posts

Mr. Levey was assistant sales manager of the *Southtown Economist*, Chicago's largest neighborhood newspaper, also a division supervisor of R. R. Donnelly Corp., publisher of classified telephone directories, and was a salesman for the Chicago Elevated Advertising Co.

He entered radio in 1937 as a salesman for WIND Chicago. After two years he became associated with the Illinois Meat Co. He joined WBBM in 1940 and has amassed a total of billings "well into the millions," according to station records. His billings for 1949 alone have totaled nearly $500,000.

Mr. Levey brought to WBBM such accounts as Atlas Brewing, Edelweiss Brewing, Silver Cup bread, Broadcast meats, First Federal Savings & Loan of Chicago and Rival dog food. The Ziv Co. has had no office in Chicago since last fall.

SHURICK TO CBS

Counsel on Market Research

EDWARD SHURICK, former promotion manager and director of research for Free & Peters, station representative, has been named market research counsel for CBS effective March 1. The announcement was made last week by J. L. Van Volkenburg, network vice president in charge of network sales.

Mr. Shurick was sales promotion manager for KMBC Kansas City, Mo., before joining Free & Peters and prior to that was sales manager for the Intermountain Network. He also is the author of a book *The First Quarter Century of American Broadcasting.*

NARBA SNARL
Delayed by Cuba Minister Shuffle

SURPRISE RESIGNATION of the Cuban minister of communications delayed the scheduled opening of U. S.-Cuban conferences on new NARBA terms last week, and dampened U. S. broadcasters' hopes of early success in the negotiations.

Carlos Maristany, head of the Cuban delegation which won substantial concessions in the 1946 NARBA sessions, was named acting minister upon the resignation of Arturo Illas, whose more temperate attitude had encouraged hopes of U. S.-Cuban accord.

Appointment of a permanent successor to Minister Illas is expected within the next few weeks. His resignation, announced Jan. 27, was one of several among the Cuban cabinet, all attributed to political factors unrelated to radio.

Whether Mr. Maristany will get the post of minister was a matter of speculation. One Cuban authority thought the appointment might go to Dr. Jose R. Gutierrez, head of the Cuban delegation at the Montreal phase of the NARBA negotiations last fall.

First meeting of the U. S.-Cuban conference was held Wednesday at the insistence of Mr. Maristany, over the protest of FCC Comr. Rosel H. Hyde, head of the U. S. delegation. It was a general meeting devoted to general speeches. The first business meeting was slated for Saturday (Feb. 4).

The U. S. delegation, including FCC and State Dept. representatives as well as the industry advisory group, knew nothing of Minister Illas' resignation when they reached Havana early last week.

Conference Set

The conference was set up when the NARBA sessions at Montreal became stalemated last December by Cuba's channel demands and the U. S. delegation's refusal to accede to them [BROADCASTING, Dec. 12, 1948].

The meeting is designed to reconcile the two nations' differences with respect to proposed channel assignments, after which the full NARBA conference is slated to resume in this country at the call of the U. S. sometime between April 1 and Aug. 1.

Resignation of Minister Illas came less than a month after he had issued a statement, at the direction of Cuban President Carlos Prio Socarras, subscribing to the "status quo" policy adopted by other NARBA signatories with respect to new assignments pending negotiation of a new treaty [BROADCASTING, Jan. 2].

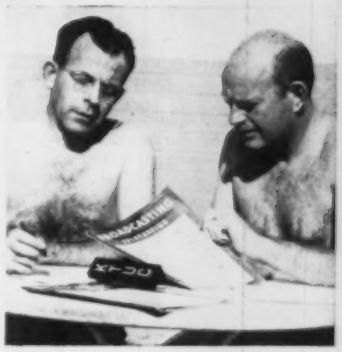
Members of the U. S. official delegation to Havana:

Chairman Hyde, D. R. MacQuivey of State Dept.'s Telecommunications Division, and FCC Engineers James Barr and Underwood Graham, along with Ray Harrell, State Dept.'s telecommunications attache in Havana.

Industry representatives include Edmund A. Chester, news director, and James D. Parker, engineer, for CBS; William S. Hedges, vice president in charge of planning and development, and Raymond F. Guy, manager of radio and allocations engineering, for NBC; Andrew G. Haley, Washington attorney for ABC; John A. DeWitt Jr. of WSM Nashville, engineering director of the Clear Channel Broadcasting Service; Neal McNaughten, NAB engineering director; J. G. Rountree of the consulting engineering firm of A. Earl Cullum Jr., Dallas, and William E. Benns Jr., Washington consulting engineer.

Requests Hearing

HEARING on FCC's order to revoke the license of KPAB Laredo, Tex., was requested by the station fortnight ago in notice sent to the Commission. The Commission revoked KPAB's license in early January on grounds alleging the station had been transferred without FCC approval from Mark Perkins to Allen K. Tish, William Prescott Allen and others [BROADCASTING, Jan. 9].



IT may be sun bathing, but it's also a business meeting in the patio of KTUC Tucson. Carelton Coveny (l), of John Blair Co.'s Los Angeles office, and Lee Little, manager of KTUC, discuss program and promotion details in connection with KTUC's recent switch to Don Lee-MBS. John Blair Co. is national representative KTUC.

WESTINGHOUSE
Campbell to New Sales Post

CREATION of a national sales coordinator in New York for all Westinghouse Radio Stations Inc. radio and television properties was announced today by J. B. Conley, general manager. Mr. Conley also announced that Eldon Campbell, KEX Portland, Ore., sales manager, will fill the new position.

Mr. Campbell

Mr. Campbell, who will begin his duties Feb. 15, joined Westinghouse in 1948 at WOWO Fort Wayne. He is a native of Alert, Ind. When Westinghouse acquired KEX Portland in 1945, Mr. Campbell went there as program manager, and subsequently took charge of all station sales. During his stay, KEX increased its power from 5 kw to 50 kw, completed new studios and under Mr. Campbell's personal direction realized a sharp increase in local time sales, Mr. Conley said.

As national sales coordinator, Mr. Campbell will be responsible for all radio and TV contracts for Westinghouse in the Gotham area. Mr. Conley said the work, "which is becoming increasingly important," would include close liaison with both Free & Peters and NBC Spot Sales, Westinghouse's representatives for radio and TV, respectively, and with advertisers and advertising agencies. Robert H. Prigmore, of KEX's sales staff, succeeds Mr. Campbell as station's sales manager.

'LIGHTNING' FILM
Special Preview Held in N. Y.

A SELECTED group of radio industry leaders and newsmen was struck by lightning, the kind that talks, at a preview in New York last week of the All-Radio Presentation promotional movie.

If the bolt did not leave its preview audience dazed, it at least made it tingle.

Although unobtrusive in style, "Lightning That Talks" is a persuasive presentation of the influence of radio on America. It is touched in places with humor, but never comedy, and in other places with sobriety that successfully stops short of the pretentiousness that comes too easily to documentaries.

Indeed the picture is a documentary, although it has an editorial point of view that is sharp enough to provide an excellent introduction to any broadcaster who uses it as an opening for a sales talk.

It is a picture that can be depended upon to put a potential customer in the mood to listen to a localized presentation of the case for radio advertising.

Pictorially it surpasses its script, excerpts of which were carried in BROADCASTING Jan. 23. In utilizing non-professionals throughout its cast, it achieves a kind of homely realism that is genuine.

The only paid actor, who plays a professor of journalism, gives probably the least convincing performance in the film. It may be that the canny producers arranged this knowingly, for the professor's arguments on behalf of newspapers are expertly contradicted by Maurice B. Mitchell, BAB director, who is no more at a loss for a pro-radio argument in the picture than he is on the road.

Most observers at the preview agreed that the film's principal usefulness will be an introduction to sales talks. It is not a slam-bang presentation, probably wisely so. Broadcasters can capitalize effectively on this quality of the picture to use it as a springboard for their own arguments.

As shown last Thursday in New York, the film needs still more editing, a fact which Mr. Mitchell, in advance of the showing, said was known to the producers. The principal cutting needs to be done in the introduction, which in the version last week was too long.

When finally trimmed, the film promises to be worth every cent of the $135,000 its production and distribution will cost.

ABC APPOINTS
Trevarthen Is Technical Head

WILLIAM H. TREVARTHEN last week was appointed ABC director of technical operations, succeeding George O. Milne, who died Jan. 28 (see earlier story, page 96).

Mr. Trevarthen has been engineering operations supervisor of the network since 1947. Coincident with his elevation, George F. Fisher Jr., former engineering maintenance supervisor, was appointed engineering operations supervisor.

Mr. Trevarthen joined ABC as a staff engineer in 1943 after service during the war as a research associate at the underwater sound laboratories of Harvard U. Before the war he was equipment engineer for Western Electric, field engineer for General Electric Co. and maintenance engineer for NBC.

Mr. Fisher entered radio as a studio engineer for NBC in 1941 and a year later transferred to the ABC field engineering group. After war service as a radio-radar officer in the Navy, he returned to ABC as a maintenance engineer and became engineering maintenance supervisor in December 1948.

FCC Actions

FINAL decisions to grant four new AM stations reported by FCC last week, including new outlet on 740 kc at Dallas with 10 kw day, 5 kw night, to Texas broadcasters Roy Hofheinz and W. N. Hooper. WARM Scranton, Pa., granted change from 250 w on 1400 kc to 5 kw on 590 kc. Initial decisions for approval of two AM outlets reported in addition to regular grants for six AM stations. Details of these and other FCC actions may be found in FCC Roundup on page 120 and Actions of the FCC beginning on page 114.

TRANSIT RADIO'S CASE

Values Cited

By C. L. (CHET) THOMAS
President, Transit Radio Inc.
Gen. Mgr., KXOK-AM-FM St. Louis

INTRODUCTION of a new advertising method always incurs the opposition of established media sooner or later. Transit Radio is now going through that period in the opinion of C. L. (Chet) Thomas, president of Transit Radio Inc. In this article Mr. Thomas, general manager of KXOK-AM-FM St. Louis, TR franchise-holder, sums up main arguments for musically soothed rides. He points out that Transit Radio advertising really is "no different" from other types—they all command attention—adding there is no such thing as "privacy" in public vehicles. He sees the end result of establishing Transit Radio will be more business for all radio without cutting into current AM, FM budgets. A recent pilot survey by Edward G. Doody & Co. showed 85.6% of St. Louis respondents unopposed—continuing the trend established in other polls in St. Louis, Washington, Baltimore and Kansas City. The present discussion of Transit Radio has been particularly bitter in St. Louis and Washington where newspapers have prominently displayed opposition testimony and editorialized against the innovation. The FCC has shown an interest on a staff level in forming a policy on the new medium. Mr. Thomas, a radio veteran of 22 years, started at WLW-WSAI Cincinnati, where he was named station activities manager. Subsequently he became assistant manager of WINS New York, manager of WCAE Pittsburgh, and sales manager of KSD St. Louis. Later he joined KFRU Columbia, Mo., then a St. Louis *Star-Times* station, as general manager, switching in 1944 to *Star-Times*-owned KXOK where he rose from program director to his present post. Mr. Thomas also is president of the St. Louis Advertising Club.

Mr. THOMAS

* * *

THE CASE for Transit Radio has never been fully made. It is impressive. The main arguments in favor of Transit Radio are four.

I. The riders of public transportation like Transit Radio.

They like its music. It is good music—popular in the best sense, neither heavily classical nor radically "jive." It is the type of music that, according to psychologists and experts in industrial relations, soothes people and reduces tension. Without cost the riders of public transportation are given the same kind of service with which many businesses at considerable cost provide their customers and employes. Without cost the riders of public transportation receive the very best radio service available to the riders of private automobiles. Without cost they hear this service reproduced with a fidelity equal to that of the most expensive receiving sets in private automobiles. The riders of public transportation receive this excellent transmission of this excellent program during what is to most of them the most tedious parts of their day.

Cites Listener Appeal

The riders of public transportation like the non-music services provided by Transit Radio also. They like the brief newscasts and weather reports. Most of them like the advertising, because it acquaints them with available goods and services.

We know the riders of public transportation like Transit Radio, because we have checked it. Here is the summary of the results of five surveys made in St. Louis, Washington, D. C., Baltimore and Kansas City by Edward G. Doody & Co. during 1948-49:

"Eight out of 10 riders favor Transit Radio as a part of regular service. Less than one out of 10 object. The rest don't care or are undecided. However, even among those who say they object, there is a substantial group which would not object, if the majority favored permanent installations. Thus, only a fractional group of active objectors remains, opposed even against majority will."

II. Transit Radio helps the transit companies provide sound, efficient and economical service.

Insofar as Transit Radio provides public transit companies with a source of income in addition to their fares, it is helping to make possible good public transportation at minimum cost.

III. Transit Radio is a main support of FM aural radio.

How high were the hopes of the American people for FM aural radio at the end of World War II! Some people saw it as a rich opportunity for broader expression of opinion.

The fans of FM aural radio pointed to its freedom from static, its fidelity of tone, the relative cheapness of its transmitting equipment, etc. But most enthusiastically they pointed to the fact that it made room for many more radio stations. Under the present AM system there are only about 2,200 stations. Under the FM system between 3,000 and 5,000 new stations are possible.

On Nov. 15, 1948, the FM Assn. released a survey showing that FM had grown 100-fold from a $10 million business in 1946 to a $1 billion industry. It was then called the "fastest growing industry in America."

Foundation for FM

But what happened? The number of FM aural radio stations in operation by Dec. 31, 1948, was 700. The number on Dec. 31, 1949, was 733—a net gain of only 33 in a whole year. During this year 217 FM authorizations were surrendered, 45 of which had been in actual operation.

Over 99% of the 733 FM stations, which are the components of this billion-dollar industry are operating at a loss. They will continue to do so until a firm financial foundation is built under FM. Transit Radio is such a foundation.

Transit Radio can benefit, not merely one, but several FM radio stations in a community. In St. Louis, KXOX-FM sponsors Transit Radio; in East St. Louis arrangements for Transit Radio are being negotiated by an East St. Louis station. In Washington, D. C., Transit Radio is sponsored by WWDC-FM; in Bradbury Heights, Md., a suburb of Washington, another station sponsors Transit Radio. Similar arrangements are being made elsewhere.

The advance of Transit Radio is certain to be the advance of Frequency Modulation radio—a type admittedly finer technically than amplified modulation radio. Most of the FM aural radio stations that offer a program fare different from that on associated AM stations are those sponsoring Transit Radio.

Reaches Other Points

Transit riders are not the only persons served by Transit Radio. These fine programs are broadcast to the entire community. They are designed to please listeners in homes, hotel lobbies, banks and countless other places. Many listeners leave their radios on for hours tuned into the FM station sponsoring Transit Radio in preference to all the other programs available.

Transit Radio makes possible a wider and better radio service to an entire community, not merely the riders on busses and streetcars, but everybody within range who tunes in.

IV. Transit Radio makes it possible for the drivers of busses and streetcars to meet emergencies.

In this regard, Transit Radio has already shown its capabilities. Because of newscasts received over Transit Radio, bus and streetcar drivers in Washington, D. C., and St. Louis have known how to avoid areas blocked off by fires. Because of newscasts over Transit Radio, drivers in Houston, Tex., did their jobs better during a hurricane. These instances are portents of vastly more important uses.

The American people are just beginning to look full in the face the job of reducing their vulnerability to atomic attack. The need

(Continued on page 105)

BATTLE of words and pictures over transit radio flared into open in St. Louis Jan. 27 when the *Star-Times*, licensee of KXOK, city's TR franchise-holder, scored the rival *Post-Dispatch* in an editorial titled "The P. D.'s Captive Pen." Latter was chided for its reference to transit FM as "ideological acorn" as *Star-Times* cited surveys showing 85% to 90% unopposed to musically-soothed rides. Accompanying editorial was this cartoon, "The Captive Pen."

FOLLOWUP of *Star Times'* editorial assault on the *Post-Dispatch's* anti-transit FM position was this cartoon published three days later by the Pulitzer newspaper. It was captioned, " 'Service,' Whether You Like It or Not." The *Post-Dispatch* cartoon was reprinted by the *Washington* (D.C.) *Post* in its Feb. 3 bulldog edition. The *Post* similarly has opposed transit radio in the Capital where stormy public hearings were held [BROADCASTING, **Nov. 7, 21, 28, 1949**].

XUM

Spot Radio *Does* Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, *advertising on WHO costs less today than in 1944.*

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost *10.6% less* per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost *52% less* per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home *sets* is even more important than the increase in radio *homes.* (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of "radio homes" —*SETS make today's audiences!*)

By applying the Iowa Surveys' percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 *sets* in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! *Yet this 136% increase in radio sets is for homes alone;* it *omits* the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa's radio homes and radio sets — and the *decrease* in costs — boils down to this:

WHO — CLASS C — ¼-HOUR MAXIMUM DISCOUNT†

	Number of Iowa Radio *Homes*	Cost	Cost Per Thousand Radio *Homes*	Percent *Decrease* In Cost Per Thousand Radio *Homes* In 1949
1944	596,000	$67.50	$0.113	10.6%
1949	769,200	77.00	$0.101	
	Number of Iowa Radio *Sets* (In Homes)	**Cost**	**Cost Per Thousand Radio *Sets* (In Homes)**	**Percent *Decrease* In Cost Per Thousand Radio *Sets* (In Homes) in 1949**
1944	904,000	$67.50	$0.075	52%
1949	2,140,000	77.00	$0.036	

†The ¼-hour rate is indicative of all other time segments since WHO's cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime . . . from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do *not* include hundreds of thousands of "non-home" Iowa sets, *plus* millions of sets in WHO's BMB secondary night-time counties — these are the reasons why WHO is today a "better buy" than ever. For additional facts about WHO's great audience-potential, write to WHO or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Most "commodities" cost more today than in 1943 or '46. But time on these stations costs less, in that they give you more radio families per dollar! Want the data?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

PORT HURON TEST *Philadelphia Case Feb. 13*

TEST as to the interpretation of FCC's famous Port Huron decision may be established as a result of a forthcoming court hearing Feb. 13 in Philadelphia.

The Philadelphia case involves five stations, KYW (Westinghouse Radio Inc.), WCAU (CBS), WFIL (Philadelphia Inquirer), WPEN and WIBG (both independent), all of which are fighting a libel suit brought against them by Attorney David H. H. Felix, of that city. Mr. Felix charged in a complaint filed with the Federal District Court last November that all five stations on Oct. 24, 1949, and/or on Oct. 25, 1949, aired a political speech which allegedly was a "false and malicious publication by broadcast."

The complaint alleges William Meade, Republican city chairman, speaking on behalf of local GOP candidates during the city's municipal election campaign, referred to the Americans for Democratic Action as a "Communist-infested" group. Mr. Felix is a member of ADA, which reportedly also filed suit against Mr. Meade in a state court.

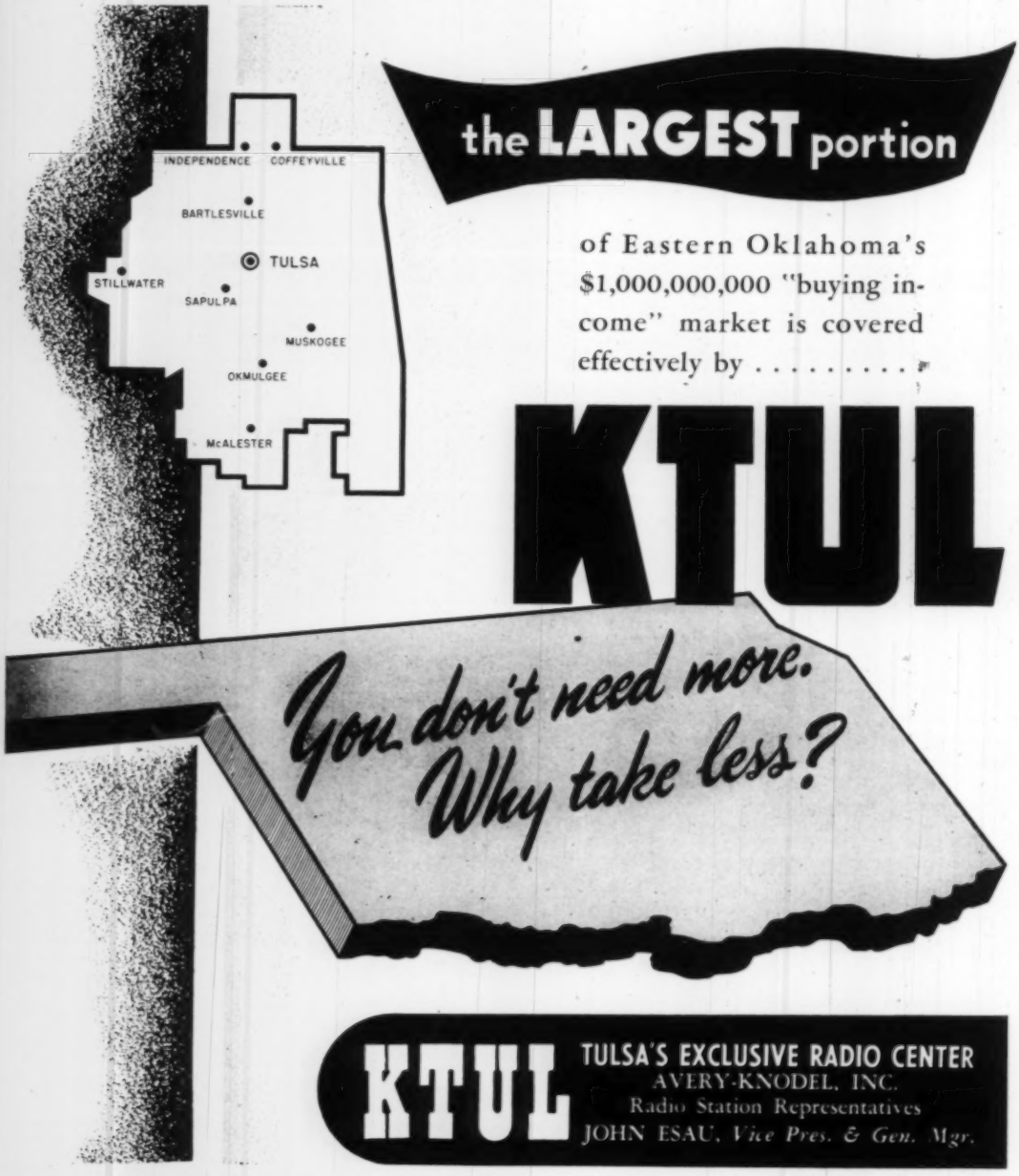
Series Rebroadcast

Mr. Felix's suits ask $50,000 in damages from each of the stations. The Meade broadcast, 15-minutes long, originated from KYW on Oct. 24 and subsequently was rebroadcast over the other stations.

In its brief, KYW has filed a preliminary motion for dismissal contending there is no liability on the stations under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The other stations are taking a similar position. KYW, whose case will be argued first, has filed admission that the speech was made but will argue on the question of its permissibility.

In the celebrated Port Huron decision, the FCC held that a station may not censor a political broadcast even if it contains libel. It also indicated that the FCC believes the federal law's ban on censorship would supersede state law against libel.

Walter Saul and Allen S. Olmsted, of the law firm of Saul, Ewing, Remick and Saul, Philadelphia, are preparing the case for KYW. It is understood that the other stations will stand fast until KYW's argument is presented. Mr. Felix is a practicing attorney in Philadelphia.



KSFO-KCBS CASE

FCC Denies Both Extensions

THE ONE-TIME proposed exchange of frequencies between KSFO San Francisco and KCBS (formerly KQW) San Jose was closed last week as FCC denied extensions of completion date to both outlets and declared the KSFO permit for the switch to be automatically forfeited.

The stations decided not to make the change last fall, proposing instead that KCBS assume KSFO's permit for 50 kw on 740 kc there [BROADCASTING, Oct. 31, 1949]. While not allowing transfer of the permit, FCC left the way open for KCBS to file for reinstatement of its original bid for that assignment.

1948 Authorization

Under the exchange granted by FCC in 1948 after eight years of proceedings, KSFO had proposed to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc, directional. KCBS, now wholly-owned by CBS, was to switch from 5 kw on 740 kc to 560 kc with the same power, using KSFO's site in San Francisco. KSFO, licensed to Associated Broadcasters Inc. which also owns KPIX (TV) San Francisco, decided last fall to drop the plan and "concentrate more fully upon development of television broadcasting."

FCC denied extension to KSFO "because completion of construction has not been prevented by causes beyond control of the permittee." Considering that KCBS' failure to complete the exchange "was due to causes beyond your control, and specifically because of the failure of Associated Broadcasters to meet its commitments under its construction permit upon which yours was contingent, the Commission, in denying extension to you, does so without prejudice to your filing a petition to reinstate" KCBS' application for 50 kw on 740 kc.

Hart Takes Leave

LEE HART, Broadcast Advertising Bureau's retail specialist, will take an extended leave of absence, it was announced last week by Maurice B. Mitchell, BAB director. Miss Hart has returned to her home in Washington, D. C., where she plans to devote some time to analytical studies and reports on radio and television advertising techniques while on leave from BAB.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

February 1, 1950

To the PRESS and RADIO:

Subject: SAVING NINE BILLION DOLLARS A YEAR

More than 60 per cent of the operating cost of producing rail transportation is in wages; another 30 per cent in the cost of the fuel, materials and supplies which railroads buy and use.

Since 1921, the first year after the return of the railroads from government operation during the first World War, railroad wage rates have gone up two and one-half times and the level of prices of fuel, materials and supplies has almost doubled. The same amount of labor, fuel and supplies for which they paid $1.00 in 1921 now costs the railroads an average of $2.25.

But labor and materials are combined and used so much more efficiently that the average unit of service, freight and passenger combined, which the railroads produced in 1921 for an operating cost of $1.00 is now produced for $1.03 -- and, it should be added, the service is sold to the public at charges which, on the average, have increased since 1921 no more than this same three per cent.

Behind such tremendous gains in efficiency, there is a little-noted but very real story of progress and improvement. Partly, it is a story of new products and devices unknown in 1921 -- diesel electric locomotives, centralized traffic control, electro-pneumatic car retarders in major freight yards, to name but a few. Partly it is a story of improvements in more familiar things -- a 50 per cent gain in the pulling power of the average steam locomotive -- an even greater gain in its ability to keep heavier loads moving at higher sustained speeds -- the tripled life of the average crosstie.

Partly it is a story of increased use of the railroads, partly a story of better methods in using improved plant and equipment -- but it all adds up to such results as a virtually doubled average daily transportation output of freight cars, a more-than-doubled daily output of locomotives, an increase of more than 150 per cent in the average hourly service of freight trains, and achievement of the safest operation in transportation history.

To make all this possible, the railroads have spent on additions and improvements since 1921 almost 17 billion dollars. But the saving in operating cost, as compared with what it would have been if railroads were using materials and manpower at present prices and wages but with the efficiency of 1921, amounted in 1949 alone to more than nine billion dollars -- a saving which has been passed on to the public.

The best part of the story is that it is still going on. The same skill, ingenuity and determination which have saved these billions of dollars a year in the cost of producing transportation are still at work on the railroads -- for now and for the future.

Sincerely yours,

William T. Faricy

TRANSIT ASSN.

Spaulding Is Riders' Counsel

HECTOR G. SPAULDING, of the Washington law firm of Spaulding & Reiter, has been named legal counsel for the Transit Riders' Assn. to aid in its fight against radio-equipped vehicles in the District, it was announced last week.

Mr. Spaulding, a professor at George Washington U. law school and formerly practicing attorney in New York, Illinois and Minnesota, stated in accepting the TRA invitation that "transit radio is a direct intentional attack" on the "freedom of attention" and quoted Supreme Court Justice Felix Frankfurter as saying:

Modern devices for amplifying the voice or its recording afford too easy opportunities for aural aggression. If uncontrolled, the result is intrusion into cherished privacy. The refreshment of mere silence, or meditation, or quiet conversation, may be disturbed or precluded by noise beyond one's personal control.

The transit association and two Washington attorneys—Guy Martin and Franklyn Pollak—are awaiting a decision on their appeal for a rehearing before the Public Utilities Commission which has ruled that transit radio is not "inconsistent with public convenience, comfort and safety."

Mr. Martin and TRA spokesmen said again last week that if the commission refuses to reopen the case, they will take the issue to the Federal District Court.

VOICE OF DEMOCRACY WINNERS

Gen. Marshall To Speak at Williamsburg Ceremony

GEN. GEORGE C. MARSHALL, wartime Chief of Staff and now president of the American Red Cross, will address the youth of the world Feb. 27 by radio when the four national winners of the Voice of Democracy broadcast essay contest [BROADCASTING, Jan. 16] appear in the historic House of Burgesses at Williamsburg, Va. Host to the four high school winners will be John D. Rockefeller III.

Gen. Marshall and Mr. Rockefeller will address a group of distinguished guests from the spot in which Patrick Henry delivered his famed "if this be treason, make the most of it" speech. The addresses will be heard at 2 p. m. and carried by delayed broadcast on CBS 5-5:30 p. m. Voice of America's globe-circling transmitters also will carry the talks.

Robert K. Richards, chairman of the Voice of Democracy Committee and NAB public affairs director, said the event will close a week of awards and entertainment for the four students. The radio script contest is sponsored annually by NAB, U. S. Junior Chamber of Commerce and Radio Mfrs. Assn., with endorsement by the U. S. Office of Education.

The four student winners will repeat their broadcasts before high school students in Williamsburg. During the preceding week they will receive $500 scholarship awards at a Washington luncheon, visit President Truman at the White House and call on Congress, Cabinet members and the U. S. Supreme Court.

Winning students are Richard L. Chapman, 17, Brookings, S. D.; Gloria Chomiak, 17, Wilmington, Del.; Anne Pinkney, 17, Trinidad, Colo., and Robert Shanks, 17, Lebanon, Ind. The contest was held as feature of National Radio & Television Week, with nearly a million students writing and voicing five-minute scripts on the topic, "I Speak for Democracy."

BERT HORSWELL

Rites for MacGregor Mgr.

FUNERAL services for Bert Horswell, 42, Dallas manager of C. P. MacGregor Co., Hollywood, were held at the Wee Kirk of the Heather in Forest Lawn Memorial Park, Glendale, Calif., last Tuesday. Cremation followed.

Mr. Horswell died on Jan. 28 from pneumonia which developed following severe injuries sustained in an automobile accident near Lufkin, Tex., three days before. Besides his wife Beverly, surviving are two small daughters.

TRANSIT STAND

Miller Asks NAB Board

NAB PRESIDENT Justin Miller has informed the Washington Transit Riders' Assn., which opposes FM-equipped vehicles, that he has asked NAB's board of directors whether it wished to take a stand on transit radio.

In his reply to a letter from Claude N. Palmer, president of TRA which claims some 450 members, Judge Miller noted that the request, "so far as I can recall ... is the first suggestion that it should take such a position." Mr. Palmer had contended that "forced listening" is inconsistent with NAB's insistence upon "freedom of the air."

The association pointed out that NAB has condemned the "evils practiced in less enlightened countries and has urged the American public to support and defend 'the American principle of free radio.'"

Referring to contentions that FM "is not catching on" and that the "captive audience is its only means to success," Mr. Palmer predicted "much harder going" for the radio industry if FM is made to depend on transit radio. He cited cessation of broadcasts in New York's Grand Central Terminal and Muzak Corp.'s "withdrawal" of its service from stations where TR contracts exist.

KAKE

WICHITA, KANSAS

announces

the appointment of

RADIO REPRESENTATIVES, INC.

as its national representative

KAKE

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

R. H. HOLLISTER
Sales Manager, Broadcast Division,
Cedar Rapids

These men spend their time in your interests

These men are your Collins sales engineers.

They spend all their time selling Collins broadcasting equipment.

Each one has a successful background in broadcasting. They all know and appreciate good equipment.

This undivided interest gives them a thorough knowledge of broadcasting problems.

They encounter every kind of situation.

They know how to give you the best recommendations because they have successfully solved many problems similar to yours.

They and the Collins Radio Company feel that the preference shown for Collins products merits the finest type of sales service to all broadcasters at all times.

These men provide that service.

HAROLD OLSON
Broadcast Sales Representative,
Cedar Rapids

FRANK RANDOLPH
Broadcast Sales Representative,
New York City

SCOTT KILLGORE
Broadcast Sales Representative,
New York City

CARL SERVICE
Manager, Western Division,
Burbank

JACK PHELAN
Broadcast Sales Representative,
Burbank

ALAN CHESNEY
Broadcast Sales Representative,
Burbank

TOM MOSELEY
Broadcast Sales Representative,
Dallas

THEIL SHARPE
Broadcast Sales Representative,
Dallas

JOHN STANBERY
Broadcast Sales Representative,
Knoxville

AL SCOTT
Broadcast Sales Representative,
Daytona Beach

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

M. & W. Tower
DALLAS 1

Dogwood Road, Fountain City
KNOXVILLE

417 Rosalyn Ave.
DAYTONA BEACH

THE "BIG 3"

Top-Selling Disc Jockeys in the Detroit Market!

THE TOBY DAVID MORNING SHOW

★

EDDIE CHASE'S MAKE BELIEVE BALLROOM

★

HAL O'HALLORAN'S DAWN PATROL

• Based on actual results for their sponsors, these men are hitting new highs in popularity. From early morning to late at night, selling products or service via CKLW is an easy, thrifty proposition!

50,000 WATTS
Middle of the Dial
at 800 kc.

CKLW

Guardian Building • Detroit 26

MUTUAL SYSTEM

Adam J. Young, Jr., Inc.
National Rep.

Feature of the Week

THE broadcasting skies have broken clear and bright for Francis Davis, WFIL-AM-FM-TV Philadelphia weather man. Barometer is the 52-week renewal for sponsorship of his daily radio program by Cities Service Oil Co.

Mr. Davis by his manifold activities, the station reports, negates the popular conception of the weatherman who spends hour on hour concocting weather prospectuses. Instead, the agile Mr. Davis has worked out a formula for keeping sponsors and listeners pleased with his work before both microphone and camera while doubling as a professor, a student, a member of the Air National Guard, and speaker for service and church clubs.

Secret of Mr. Davis' success is a hard-driving routine which takes in studio and classroom in a one-day stint. First weather man to be employed fulltime by a Philadelphia station, Mr. Davis joined the WFIL staff in October 1947, after serving as a wartime weather officer in the Air Force.

His program schedule consists of two five-minute radio shows daily, 6:55 p.m. and 11:10 p.m., and a

Mr. Davis studies instruments and a weather map at WFIL studios.

* * *

TV program at 7:25 p.m. Mr. Davis' early evening radio broadcast has been sponsored continuously by Cities Service and the Petrol Corp. since October 1948.

He begins his WFIL work at 1 p.m. laboring diligently with charts and instruments until he has completed his AM shows and the telecast. The 11:10 p.m. program is recorded early in the evening. Bu

(Continued on page 98)

On All Accounts

THE partnership of Rockett-Lauritzen, Los Angeles, claims the unusual distinction of having been spawned by a trailer house. This unique formation occurred five years ago when Donald Christie Lauritzen, now president of the advertising agency, bought a new trailer.

Proud of his purchase, he invited a neighbor, Robert R. Rockett, over to see it one night. Seeing led to talking, and before the evening was over, talking resulted in the birth of Rockett-Lauritzen, art and production service.

The way the art and production service turned into an advertising agency the following year was just as accidental. It all happened when Don redesigned a boat for a man who wanted to go into boat manufacturing. The man was so appreciative of the job done that when the following year Franklin Research Co., Philadelphia (wax emulsions), was looking for someone to handle their advertising, he led the firm's representative into the offices of Rockett-Lauritzen. Since that first account, they have been an advertising agency.

It is no accident however, that in the five years since then the agency has developed into a healthy radioactive firm and one of the largest buyers of television on the West Coast.

DON

At the present time Don handles for the agency all radio and television for Ross Food Co., Los Angeles (Dr. Ross Dog and Cat Food, Skippy Dog Food), and TV for Arizona Canning Co., Phoenix (Sun Vista Products), and supervises several other accounts.

Radiowise, Ross currently is sponsoring, for Dr. Ross Dog and Cat Food, *Hopalong Cassidy* on the full Don Lee network in addition to newscasts and spot shows on several West Coast stations. In television Ross has the *Ruggles Show* on KECA-TV Los Angeles, KING-TV Seattle, KPHO-TV Phoenix, KFMB-TV San Diego, and KGO-TV San Francisco; five-weekly, two-daily *Telenews* on KPIX (TV) San Francisco; five-weekly *Dog of the Hour* on KPIX and KLAC-TV Los Angeles; plus spots on several other California stations. For Skippy Dog Food the firm has *Pets Unlimited* on KRON-TV San Francisco.

Arizona Canning Co. is sponsoring *Just For Fun* on KFI-TV Los

(Continued on page 92)

a new promotion plan for increased sales...

O'Brien & Dorrance now makes available its complete agency service, its seasoned counsel by experts in media promotion, and an unsurpassed knowledge of radio and television promotion to radio and television stations throughout the nation... all at a moderate cost.

The O'Brien & Dorrance promotion plan gives individual stations a unique opportunity to improve their promotion and trade magazine advertising... get it *read and understood* by time buyers, advertising managers, account executives and others in the business of *buying time in a highly competitive market.*

As a station operator, you cannot afford to experiment with uncertain, badly-designed, wasteful promotion... with trade paper ads that do nothing but fill expensive space. Find out today how you can increase your station's prestige, develop national recognition and—most important—*make time sales easier* through the coordinated promotion services of...

O'BRIEN & DORRANCE, inc.

160 East 56th Street New York 22, N.Y.

A letter will bring you full details.

by the agency that has produced promotion and advertising for America's major radio and television organizations.

BROADCAST ADVERTISING BUREAU

WEED AND COMPANY

THE H. C. WILDER STATIONS

EDWARD PETRY AND COMPANY

THE FORT INDUSTRY STATIONS

INTERNATIONAL TELEFILM PRODUCTIONS

NARSR

BROADCAST MEASUREMENT BUREAU

and many local stations

Editorial

BMB at Deadline

LAST WEEK BMB began mailing out reports of the day and night audiences of 629 subscribing stations as measured last spring in BMB's second nationwide study of station audiences, final step in a Herculean task of distributing and tabulating 357,000 ballots that represents one of the most comprehensive media-impact analyses ever attempted.

Will it be the final step for BMB as well as for the second study? That's the question of the day in advertising circles. And it's a question whose answer is perhaps even more eagerly awaited by the sales and research executives of competitive media—particularly newspapers—than by the broadcasters themselves.

Advertisers and agencies have repeatedly gone on record as to BMB's value to them in evaluating not only individual stations in relation to each other but radio in relation to other media. BMB is the first and only radio measurement of circulation, comparable to the ABC figures for newspapers and magazines and to the Traffic Audit Bureau figures for outdoor advertising. "We want BMB continued," the buyers of advertising insist.

But the broadcasters are not so certain. It's less easy to be certain when you're the one to pay all the bills, as the broadcasters do for BMB. Without belittling the value of comparative and competitive media circulation statistics, many station operators believe that program audience measurements provide them with a more effective sales tool. Perhaps the answer to BMB's future is a new type of organization with an expanded scope which would bring in revenue to at least partially offset its expenses. The BMB function certainly should not be abandoned until every possible means of continuance has been thoroughly explored.

But whatever the future holds for BMB, the thanks of radio and of radio's customers should be extended to Acting President Kenneth H. Baker and his stripped crew of associates for saving BMB from the ignominious fate which confronted it a few short months ago.

No Bull, John

THE BBC is going commercial!

Don't fall off your side-saddle, old boy. It isn't really going to the American Plan of free competitive operation.

The story was tucked away in the *London Mirror* a few days ago. It recites that in its bid to sell British goods *by radio* the BBC has formed a team of experts to plan a "Buy British" series. It is for broadcast on the General Overseas Service with recordings to be flown to stations all over the world. Whether the BBC will buy time in the U. S., or seek it on a "public service" basis, wasn't revealed.

"The drive is being aimed particularly at the North American markets," says the dispatch. "The series will concentrate on showing how British industries have learned the lessons of production and showmanship."

More power to you, John Bull. But why not go all the way and admit a subsidized monopoly like BBC is wrong and that the American Plan of free competitive enterprise is right? You have now sitting a Government Commission to determine whether the State monopoly system should be continued after 1952.

The answer is evident. When BBC wants American dollars it uses the American way.

Anti-Trust Busters

THERE MAY be legal skeptics who will find fault with the U. S. Court of Appeals' opinion holding that freedom of the press is not violated by denial of a radio license to a newspaper which seeks to monopolize advertising in its market through alleged coercion. Generally, however, we believe there will be few in radio who will disagree with the opinion sustaining the FCC's finding that the *Mansfield Journal* and *Lorain Journal* should be denied grants for AM and FM because of alleged monopolistic practices.

While that may be so, it also is evident that abuses can develop if the FCC follows the court's judgment without wisdom or balance. Within a week of the court's opinion, the FCC called an oral argument for Feb. 13 (now postponed to April 10) on proposed policy regarding licensing of stations which violate any U. S. laws, unrelated to radio.

Never in all of radio's tumultuous regulatory experience has there been a proposition as drastic or farreaching. If invoked, it would constitute a drag-net into which could be drawn for revocation any licensee who violated any law or ordinance. Expectorating on the side-walk, divorce or driving while inebriated presumably would constitute offenses.

It's equally obvious that what the lawyers are shooting for is anti-trust, and that they hope to compromise on that aspect. The balance is too preposterous to take seriously.

The springboard for this proposed policy, then, obviously is the anti-trust aspect. It does not stem primarily from the Horvitz case upheld by the Court of Appeals although that ruling would appear to buttress the FCC's position. It had its origin in a 1948 Supreme Court decision holding major motion picture producers to be in violation of the anti-trust laws. Shortly thereafter the FCC served notice that it was considering the question whether an anti-trust violator is qualified to operate a station.

As a consequence, a dozen motion picture producers or exhibitors, and several companies in the manufacturing and appliance fields have been placed under the stigma of temporary licensing.

None of those holding temporary licenses has been adjudged guilty of monopoly in radio or communications. Should the FCC conclude to disqualify them, and should the courts uphold the Commission, it would mean the biggest upheaval in radio and TV since the art began. Conceivably, every station using AP news service would be culpable, since AP was adjudged an anti-trust violator several years ago.

To deny newspapers, the motion picture people, or equipment manufacturers or any other legitimate class the right to hold radio licenses is to make of them second-class citizens, forever stigmatized in the public gaze. Radio could not have built to its present stature of leadership among media without the participation of these entities.

This new inquiry has all the earmarks of the newspaper ownership thrust of the FCC in the early days of the FDR era. Many newspapers would not list competitive station logs. We opposed the newspaper divorcement as discriminatory. There are fewer abuses now.

We hope the FCC will move warily in weighing what its lawyers may regard as newly discovered authority. If the courts wanted the FCC to enforce the anti-trust laws (in fields other than communications) or other criminal and civil statutes, it would have so specified. Certainly that wasn't intended, since the FCC is an expert agency created by Congress to perform the regulatory functions of the law-making body in the specialized fields of radio and communications.

Our Respects To—

LOWRY HYER CRITES

ONLY hangover for Lowry Hyer Crites from a southern exposure in Texas is a hand-made metal and leather belt and a penchant for people with a direct and natural business approach. As administrative assistant at General Mills to Samuel C. Gale, vice president in charge of advertising and public services, Mr. Crites smoothes the muddled paths trod by a battalion of GM executives and key men from the firm's four advertising agencies. He insists on a straightforward yet casual clearance of business detail, usually foreign to a corporation the size of General Mills.

The fancy belt stands out as a unique hold-over from Texas despite Mr. Crites' many years of habitation there. He was born in what was to become Lawton, Okla., on July 21, 1906. The land was Indian territory at the time and was not chartered as a state until a year later. His parents and he, an only child, lived there in the heart of the broom corn industry where his father manufactured sweeping brooms from the corn.

When he was two years old, the family moved to Wichita Falls, Tex., where he attended high school and junior college. Bored with the academic rigors of higher education, and intrigued with the prospect of being a successful businessman, young Crites quit classes to begin a cotton-growing venture with another young entrepreneur. A third friend, with dubious inclinations toward generosity, offered the pair 300 acres of land rent free for their cotton-growing project.

"On paper, we figured we'd get at least a bale an acre and in five years would be rich," Mr. Crites says. But when they went out to survey the land, they found it loaded with mesquite, a high, rugged and brambly bush which "would have taken 500 Mexicans 10 years to clear. We had the 10 years, but couldn't find enough Mexicans who would work for nothing."

Practicality won out for the time being, and Lowry Crites returned to college and Oklahoma U. in Norman. Surrounded by oil fields and 10-gallon-hatted millionaires, he decided to become a geologist and work for large oil concerns. Between school terms (and occasionally, during them when he was disinclined to burrow into the books), he took off for the hinterland to do some practical engineering in determining elevations on wells. The depression, however, put a fast stop to oil exploitation and young Crites' dreams. Forced again to be practical, he studied business administration.

From college he returned to the heat of Wichita Falls, the directness of the Texas

(Continued on page 96)

On the occasion of its
Twenty-fifth Anniversary
Station WTIC
extends warm greetings to
the many artists, agencies
and advertisers with whom
it has been associated
over the years

WTIC

Dominates the prosperous Southern New England Market

Management

FRED L. BERNSTEIN, WTTM Trenton, N. J., sales manager for two years, and former general manager of WFAK Charleston, S. C., appointed assistant general manager of WTTM.

WILLIAM PHILLIPSON, formerly counsel to Rockefeller Committee on Inter-American Affairs and Dept. of State counsel for International Broadcasting Div. joins legal department of ABC.

JACK COALSTON appointed manager of CKMR Newcastle, N. B. He was manager of special services for British United Press, Toronto, and prior to that manager of CJNB North Battleford, Sask.

JOHN W. ELWOOD, general manager of KNBC San Francisco, elected for four-year term on advisory board of San Francisco State College.

FRANK STANTON, CBS president, will serve as national chairman of the radio-television committee for Brotherhood Week, Feb. 19-26, which is sponsored by National Conference of Christians and Jews. His committee includes 40 persons, station and network executives, union leaders, actors and writers. **JOHN AKERMAN,** new assistant manager of WBBM (CBS) Chicago, is Chicago radio chairman.

R. MAIN MORRIS, assistant manager of KLZ Denver, named a director of Wolhurst Skeet Club, group made up of local business and professional leaders.

HARRY ACKERMAN, CBS vice president and director of network and television programs, Hollywood, is in New York for two weeks conferences.

Philip Morris Sales

SALES by Philip Morris & Co. Ltd. for the nine months ending Dec. 31, 1949 were $192,639,200, a 12% increase over the record of the corresponding period in 1948, the company announced last week. The tobacco firm, a heavy radio and television advertiser, reported estimated net earnings of $5.49 per common share in the last three quarters of 1949, compared with $4.43 for the same period the year before.

GUY C. HAMILTON

Succumbs to Heart Ailment

FUNERAL services for Guy Clarence Hamilton, 71, former vice president and general manager of the McClatchy newspapers and broadcasting interests (KFBK KERN KMJ KWG KOH), were held in Sacramento, Calif., Jan. 31.

Mr. Hamilton

In failing health for the past two years, Mr. Hamilton died at his home in Sacramento Jan. 27 following a heart attack. He had retired from the McClatchy organization in 1942.

Born in Richland Center, Wis., March 3, 1879, he helped pioneer Pacific Coast radio [BROADCASTING, May 1, 1940]. Mr. Hamilton also was a pioneer in the field of facsimile. During the late thirties he secured permission of the FCC to use the regular wave channels of KFBK Sacramento and KMJ Fresno for facsimile broadcasts.

Upon the death of C. K. McClatchy, editor and owner, Mr. Hamilton, on April 27, 1936, was named general manager of the McClatchy newspapers and broadcasting interests, continuing in that capacity until his retirement.

Besides his widow Elizabeth, surviving are four children, Paul, Clarence, and Helen Hamilton and Mrs. Margaret Kerins.

S. H. CAMPBELL JR.

WSPB Board Chairman Dies

FUNERAL services were held last week for S. H. Campbell Jr., 42, chairman of the board of directors of WSPB Sarasota, Fla., and interest holder in WJHL Johnson City, Tenn., and WDUK Durham, N. C. He died at his Sarasota winter home Jan. 29.

Mr. Campbell also was president and owner of the Campbell Oil Co., Chattanooga, head of the Chattanooga Baking Co. and a director of the city's Hamilton National Bank. He also held interests in other enterprises, including the Peerless Woolen Mills, Rossville, Ga.

Rothman Appointment

E. E. ROTHMAN, assistant general manager and vice president of Campbell-Ewald Co., New York and Philadelphia, has been appointed general manager of the agency. In addition to being in charge of the Detroit office, Mr. Rothman will supervise the New York, Chicago, Los Angeles and San Francisco offices.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

DELIVERS

THE RICHEST CORNER OF THREE STATES

IOWA . . . MINNESOTA . . . SOUTH DAKOTA

WITH

5000 WATTS – NBC – THE FINEST BROADCAST FACILITIES IN THE AREA

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

FEBRUARY 6, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Avoid Mediamyopia*!

Keep SALES In SIGHT With

SPOT TV

. . . the advertising medium that sells *direct.*

*shortsightedness in selection of advertising media.

EDWARD PETRY & CO., INC.

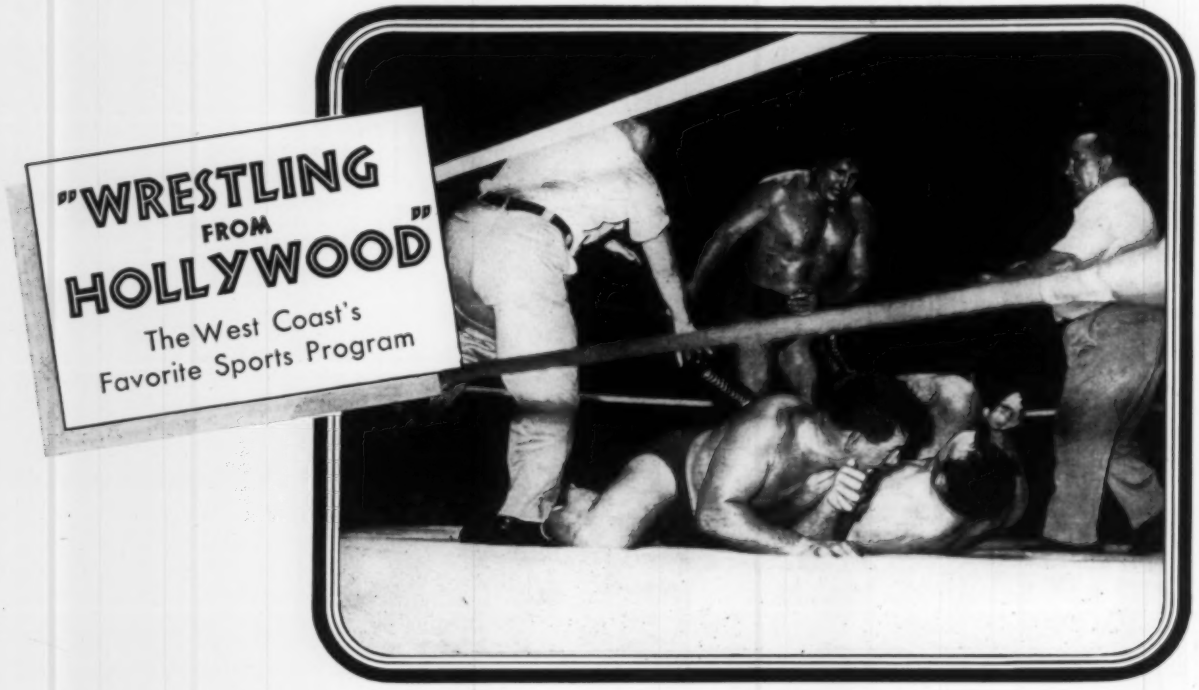
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

EDWARD PETRY AND CO. INC.

REPRESENTING

WSB-TV (Atlanta)
WBAL-TV (Baltimore)
WNAC-TV (Boston)
WDAF-TV (Kansas City)
KFI-TV (Los Angeles)
WHAS-TV (Louisville)
KSTP-TV (M'p'l's-St. Paul)
WTAR-TV (Norfolk)
WOAI-TV (San Antonio)

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Film-recorded as broadcast over KTLA, Los Angeles; open-ended for commercials. Syndicated throughout U.S.... **with some good markets still open.**

FORMAT: Spectacular wrestling matches as only Hollywood showmen can stage them. Red-blooded MAIN EVENTS from the Olympic Auditorium, Los Angeles. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity — perfumed Gorgeous George, World Champion Enrique Torres, Primo Carnera, Woody Strode; Jim Mitchell, the butting Black Panther; Lord Blears; the Davis and Becker brothers; the Garibaldis, father and son team; the dirty Duseks, Ernie and Emil. Exciting, skillful camera direction! At the arena microphone: veteran movie actor Dick Lane, recently voted the West Coast's most popular TV sports announcer!

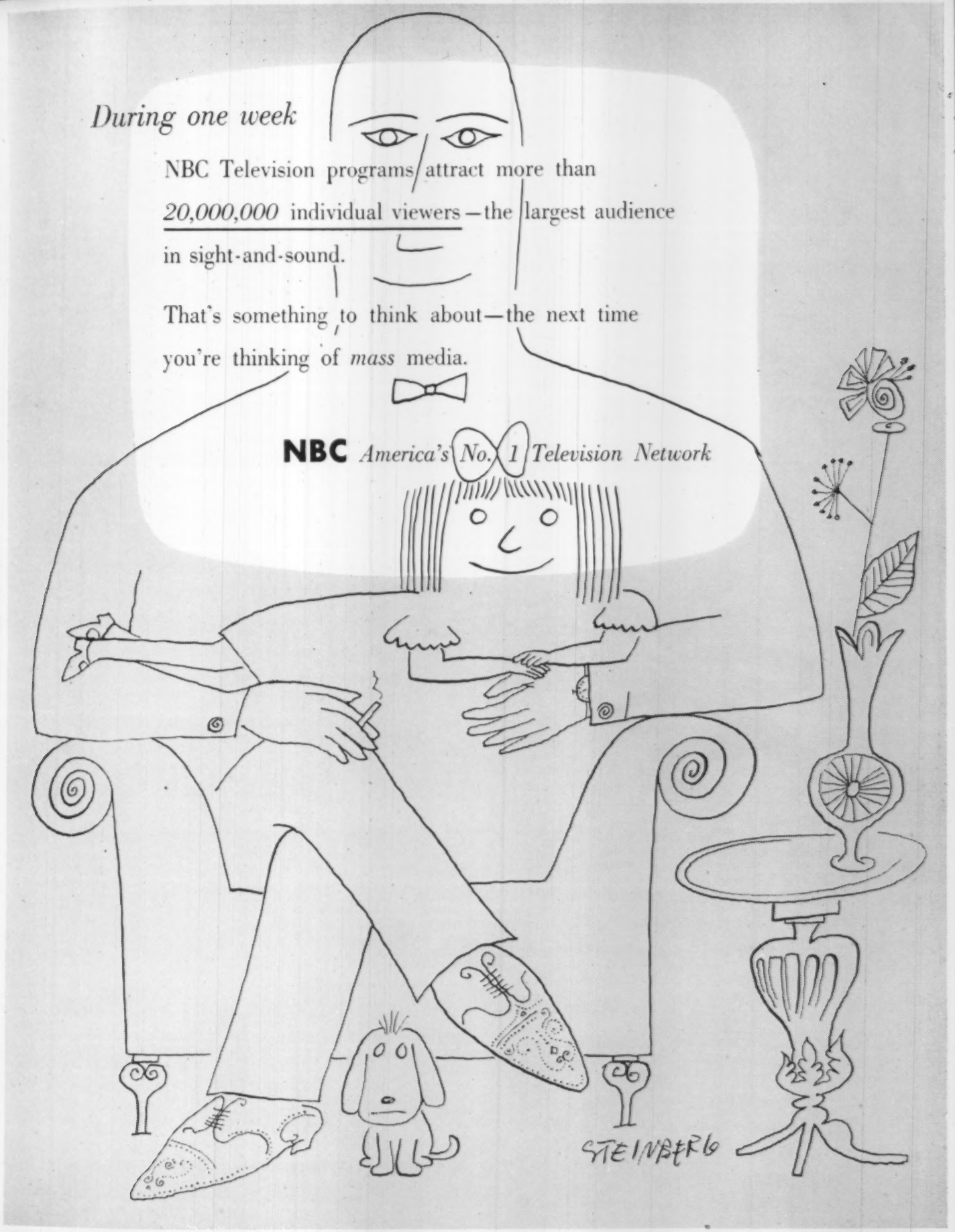
RATINGS: Ranking among the "Top 10 Most Popular Shows on the West Coast" throughout 1949, frequently placing in the "Top 3." Nov.-Dec. Hooper for Los Angeles—52.1 Telerating for Main Event, with 83.7% share-of-TV-audience. Oct.-Nov. Hooper for Los Angeles — 41.1 Telerating for Main Event, with 66.7% share-of-TV-audience. Chicago — Pulse 14.7 average for Dec.; Videodex 18.0 for Nov.; Hooper 17.9 for Oct.-Nov.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, puppets, children's variety and others... at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA
Paramount Television Productions, Inc.

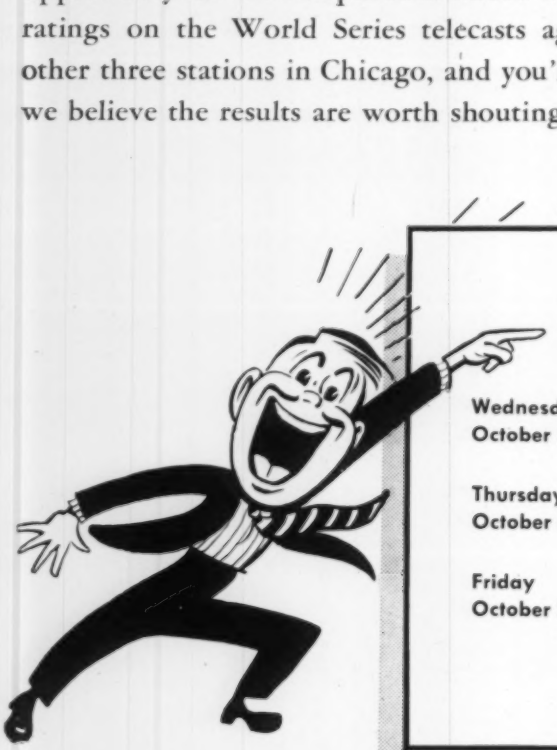
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK


During one week
NBC Television programs attract more than
20,000,000 individual viewers—the largest audience
in sight-and-sound.
That's something to think about—the next time
you're thinking of mass media.
NBC America's No. 1 Television Network
STEINBERG

Worth Shouting about!

● Seldom do you have an opportunity to make a true test of station popularity . . . a test involving all stations carrying the same program at the same time. The 1949 World Series finally provided the opportunity for this comparison. Check WGN-TV's ratings on the World Series telecasts against the other three stations in Chicago, and you'll see why we believe the results are worth shouting about:



	WGN-TV	STATION A	STATION B	STATION C
Wednesday October 5	25.5	8.4	7.5	off
Thursday October 6	23.5	7.8	4.5	4.8
Friday October 7	20.8	6.7	4.6	6.3

Jay & Graham Videodex, Oct., 1949

Here's overwhelming proof that WGN-TV is the favorite television station with Chicago viewers . . . conclusive evidence why more and more advertisers are joining the trend to WGN-TV

. . . Channel 9 in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

FEBRUARY 6, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

BAROMETER READING ON THE FREEZE

Thaw Remote

". . . I have to admit that what you really want to know from me is what the Commission is going to do about the freeze, when it's going to do it, what we are going to do about the UHF spectrum and when we're going to do it, and when we are going to have color television."
—From an address by Wayne Coy, FCC Chairman, at TBA Clinic, Dec. 8, 1948.

By RUFUS CRATER

THIS READING of the industry mind is just as apt today as when it was phrased 14 months ago, two months after the freeze was invoked, and the answers seem no less elusive.

In the meantime the FCC has embarked upon a television hearing—or a series of hearings—which is concededly one of the most complex and inclusive FCC proceedings since the original allocations of 1928 or the general allocations hearing some 16 years later.

Now, with a series of bad guesses behind them, Commission authorities are reluctant to speculate on the probable date when they can wind up the proceedings and lift the freeze. When the freeze was formally invoked, on Sept. 30, 1948, they expected it to last six to nine months. A year later the first round of hearings was just getting under way, and the end is not yet in sight.

The boldest observers, however, while guaranteeing nothing, will venture on the basis of the current outlook that:

● It's unlikely FCC will complete all the processes it has set in motion, get out its decisions, and be in a position to lift the freeze before late this year—and it may take much longer.

● FCC will be "forced" to open the UHF along lines already indicated, for want of enough channels anywhere else, but a few years probably will pass before this upstairs region is in extensive use.

● The split over color is so wide, with forces of such potency on each side, that some compromise may have to be devised to recognize the imminence of color while still leaving the door open for further development before rigid standards are adopted.

It seems generally accepted that the freeze will last "two years plus," from the time it was imposed. And any estimate of a fall "thaw" is predicated on FCC's meeting what seems to be the minimum time requirements for the various steps it has outlined.

Citing the complexities and complications involved, plus the demands of other Commission business, more pessimistic observers hold little hope for a return to normal licensing before 1951. In support they note that the color phase, Part I of the hearing, for which three weeks were set aside when it started last Sept. 26, is still uncompleted and apparently has several additional weeks to run.

FCC recognized the delays that have occurred and are still in store when, last week, it extended until March 24 the deadline for comments (or amendments of previously filed comments) on the specific city-by-city VHF-UHF allocations. Time for filing oppositions to those comments or amended comments was extended to April 7. The deadlines previously had been last Aug. 26 and Sept. 26, respectively.

The hearing is being handled in three sections, starting with color.

That phase, which commenced Sept. 26 and recessed in December, resumes Feb. 20 in Washington with the first official demonstration of the color system of Color Television Inc. Comparative showings of the three competing systems—those of CTI, CBS, and RCA—will be held Feb. 23. Direct testimony then resumes Feb. 27, to be followed by cross-examination.

Authorities see little chance that all this can be completed before the end of March and expect that it may easily extend into April if the pace exhibited up to now is continued.

Both the CTI showing and the comparative demonstrations will be held at FCC's Laurel (Md.) laboratories, where "there will be

(Continued on Telecasting 53)

Chronology of the Freeze . . .

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan proposed.

June-July 1948: Hearing on new allocation plan, raising questions as to tropospheric interference and related problems.

Aug. 27, 1948: Because of these questions, FCC called FCC-industry conference on desirability of revising engineering standards.

Sept. 13-14, 1948: FCC-industry conference held, setting up technical sessions for November-December looking to revision of standards.

Sept. 20-23, 1948: UHF hearing.

Sept. 30, 1948: VHF freeze announced.

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced with color among subjects to be considered.

July 11, 1949: Formal proposals for hearing announced, along with proposed VHF-UHF allocation plan envisioning use of 42 UHF channels with present 12 VHF channels.

Sept. 26, 1949: First phase of hearing opens, restricted to color.

Nov. 22, 1949: Color sessions recess; FCC issues field test notice.

Feb. 20, 1950: Color sessions to resume with demonstrations followed by further direct testimony starting Feb. 27.

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TBA's Television Clinic Program ● Waldorf-Astoria, New York ● Feb. 8

A.M.

9:30—Registration for Clinic and luncheon (until 1 p.m.) **Starlight Ballroom Corridor.**

10:00—Annual meeting of the members of Television Broadcasters Assn. Inc. (open only to official representatives of TBA members) **Palm Room.**

11:00—**TBA TELEVISION CLINIC.** Charles C. Barry, vice president, ABC, presiding. **Starlight Ballroom.**

I. PROGRAMMING
A. Program Production Problems—Agency Style: Roland Gillette, Young & Rubicam.
B. Local Station Production Problems: Klaus Landsberg, KTLA (TV) Los Angeles.

II. BUYING AND SELLING
A. Local Station Viewpoint: Kenneth Stowman, WFIL-TV Philadelphia.
B. Agency Viewpoint: Linnea Nelson, J. Walter Thompson Co.

III. INTERCONNECTED VS. NON-INTERCONNECTED STATIONS
A. Paul Adanti, WHEN-TV Syracuse, N. Y.
B. Jack Boyle, WAVE-TV Louisville.

IV. QUESTION AND ANSWER PERIOD.
(Adjournment at 12:30 p.m. for luncheon)

P.M.

1:00—**ANNUAL TBA LUNCHEON:** J. R. Poppele, toastmaster. **Starlight Ballroom.** Guest Speaker: **Milton Berle.** Entertainment: "Stop the Music" quiz especially arranged for TBA luncheon, starring **Bert Parks.** Prizes.

2:30—Reorganization meeting, Board of Directors, Television Broadcasters Assn. Inc. **Palm Room.**

2:45—**TBA TELEVISION CLINIC.** (Afternoon Session) Charles C. Barry, presiding. **Starlight Ballroom.**

I. PROFITABLE AFFILIATED STATIONS: Edward Lamb, WICU (TV) Erie, Pa.

II. LOCAL TELEVISION PACKAGES:
A. Russ Johnston, Jerry Fairbanks Productions.
B. Maurice Rifkin, Frederic W. Ziv Co.
C. Ralph Cohn, Screen Gems Inc.

— 10 Minute Intermission —

III. ROUNDTABLE DISCUSSION: Paul Mowrey, ABC, moderator. NBC; ABC; DuMont Television Network; CBS.

IV. THE JURISDICTIONAL PROBLEMS IN TELEVISION: Ernest de la Ossa, NBC.

V. THE FUTURE OF SPORTS IN TELEVISION: Ned Irish, Madison Square Garden Corp.

5:30—Adjournment.

DuMONT PAT *On Stand Re NBC's Saturday Plans*

DuMONT LABS claimed last week that NBC's revised plans for a 2½-hour Saturday night television series do not modify the "basic occasion" of DuMont's complaint [TELECASTING, Jan. 9, 30], though they do correct some of the "specific matters of complaint."

DuMont had asked for an FCC investigation of alleged monopolistic aspects of NBC's proposal, which involved the offer of a 13-week series of 2½-hour Saturday night programs to NBC television affiliates. NBC subsequently withdrew the plan and offered a new one in which affiliates in markets having three or more stations were asked to take the entire 2½-hour program, while those in markets with only one or two stations may accept only part of the proposed show.

On the heels of NBC's changes, William A. Roberts of the Washington law firm of Roberts & McInnis, DuMont counsel, wrote FCC last Wednesday:

. . . As DuMont has advised the management of NBC, the basic means of establishing monopoly is the general purchase of bulk time by a network, with assurance of payment without specified clients or programs, thus excluding competition of other networks with the clients in servicing stations and restricting the freedom of the independent broadcaster in his choice of network programs.

The extension of this system of operation would initiate competition among the networks for the bulk purchase of the facilities of independent broadcasters to the exclusion of the interests of both the advertiser and the individual broadcaster. It is particularly objectionable at present when a number of stations and the intercity transmitting facilities are so inadequate as to permit exclusive control in many instances.

When coupled with affiliation agreements providing little or no compensation to affiliates for the initial substantial block of time, and progressive increases in compensation as the network acquires control of substantially all of the useful time of the affiliate, provisions of such agreements ostensibly permitting rejection by individual stations of a portion of the bulk order, are not impressive.

The relationship of the basic substance of this complaint with the national spot advertising case in some aspects is apparent. Since the authorization and construction of adequate practical television stations to serve competitive networks in the principal markets seem far remote, the necessity for emergency control of network methods is urgent.

DuMont attached a copy of a telegram which it said was received from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining the new offer as it was made to affiliates in single-station markets.

The telegram said the offer is dependent upon acceptance by "a sufficient number of affiliates to justify our proceeding." The original

(Continued on Telecasting 48)

TBA's Officers & Directors . . .

J. R. Poppele
President and Director

Will Baltin
Secretary-Treasurer

Paul Raibourn
Director, Asst. Sec.-Treas.

F. M. Russell
Director

Curtis Mason
Director

Lawrence W. Lowman
Director

Ernest B. Loveman
Director

Joseph A. McDonald
Director

Dr. Allen B. DuMont
Director

Registration for TBA Clinic

A Through C

Trevor Adams, DuMont TV Network, New York; Mary Ahearn, ABC, New York; Francis E. and Doris M. Almstead, New York State Tech. Inst., Albany; Julian Armstrong, DuMont TV Network, New York; Leslie Arries, DuMont TV Network, New York; John B. Atherton, Atherton & Currier Inc., New York; Charles C. Barry, ABC, New York; Robert L. Benedick, CBS, New York; Herbert Bloomberg, Allen B. DuMont Labs, Clifton, N. J.; Hendrik Booream Jr., McCann-Erickson, New York; R. A. Borel, WBNS-TV Columbus, Ohio; Hugh N. Boyd, Home News Pub. Co., New Brunswick, N. J.; E. S. Bragdon, RCA, New York; Jeanne Brideson, Jack A. Partington TV Prod., New York; Ed Bronson, WBNS-TV Columbus, Ohio; Jules Bundgus, Kastor, Farrell, Chesley & Clifford, New York; James Caddigan, DuMont TV Network, New York; Slocum Chapin, ABC, New York; Lee Cooley, McCann-Erickson, New York; Mrs. Elizabeth Correll, The Traveling Gourmet Inc., New York; Leonard F. Cramer, Allen B. DuMont Labs, E. Paterson, N. J.; Burke Crotty, ABC, New York.

D Through P

Alexander W. Dannenbaum Jr., Philco TV Broadcasting, Philadelphia; Jerry Danzig, CBS, New York; R. W. Davis, WELI New Haven; Ralph Dennis, ABC, New York; James Dolan, NBC-TV, New York; S. Donahue, WPIX (TV) New York; Arthur Donegan, ABC, New York; Clarence Doty, ABC, New York; Dr. Allen B. DuMont, DuMont TV, Clifton, N. J.; Arthur Duram, CBS, New York; R. N. Ekstrum, WTCN-TV Minneapolis; Rae B. Elbroch, Emil Mogul Co., New York; Bob Emery, DuMont TV, New York; Katherine Emery, DuMont TV, New York.

Robert W. Ferguson, WTRF-AM-FM Bellaire, Ohio; Alexander Fisher, Com'l Radio Sound Corp., New York; Dean Fitzer, WDAF-TV Kansas City; C. D. Ford, E. I. duPont, Wilmington, Del.; Rudy Frank, WELI New Haven; D. Freeman, WPIX (TV) New York; Paul Eshleman, Allen B. DuMont Labs, E. Paterson, N. J.; George Frey, NBC-TV, New York; James N. Furness, School of Radio Technique, New York; Thomas Gallery, DuMont TV Network, New York; Harry Gevelin, DuMont-TV, Clifton, N. J.; Miss Jan Gilbert, Harold Cabot & Co., Boston; John F. Gilbert, School of Radio Technique, New York; Bernard Goodwin, Paramount TV Prod., New York; Geo. H. Gordon, Eastman Kodak Co., New York; Murray Grabhorn, ABC, New York; O. B. Hanson, NBC-TV, New York; Roy Harlow, Broadcast Music Inc., New York; Frank Harting, Kudner Agency, New York; Carl Haverlin, Broadcast Music Inc., New York; Sheldon Hickox, NBC-TV, New York; Richard Hodgson, Paramount TV Prod., New York; Kingsley Horton, CBS, New York; Tom Howard, WPIX (TV) New York; Thomas H. Hutchinson, School of Radio Technique, New York; D. E. Hyndman, Eastman Kodak, New York; Peter B. James, Weed & Co., New York; E. K. Jett, WMAR-TV Baltimore; Arthur H. Jones, Gray Research Dev. Co., Hartford; Ira Kamen, Com'l. Radio Sound Corp., New York; James Kane, CBS, New York; Henry Katzman, Broadcast Music Inc., New York; Fred H. Kenkel, C. E. Hooper Inc., New York; Noran Kersta, W. H. Weintraub Agency, New York; Arthur A. Kron, Gotham Adv. Co., New York; Klaus Landsberg, Paramount TV Prod., New York; Tom Lane, McCann-Erickson, New York.

C. J. Lanphier, WFOX Milwaukee; G. B. Larson, WPIX (TV) New York; U. A. Latham, WKRC-TV Columbus, Ohio; Norman J. Livingston, Gen'l Teleradio Corp., New York; Ernest B. Loveman, Philco TV Bcstg., Philadelphia; Lawrence W. Lowman, CBS, New York; Edward J. McCrossin, DuMont TV Network, New York; James D. McLean, Philco Corp., Philadelphia; Myron Mahler, Emil Mogul Co., Clifton, N. J.; Mary Mahoney, Paramount TV Prod., New York; James N. Manilla, Cunningham & Walsh, New York; Ernest A. Marx, DuMont TV, Clifton, N. J.; Robert C. Mayo, WOR-TV New York; Joseph Merkle, DuMont TV Network, New York; Harold H. Meyer, WPOR Portland, Me.; T. E. Mitchell, WPIX (TV) New York; Harold Morgan, ABC, New York; Oscar Morgan, Paramount TV Prod., New York; Wm. Morris, Wm. Morris Agency, New York; Paul Mowrey, ABC, New York; Earl Mullin, ABC, New York; Dorothy Murphy, WKRC-TV Cincinnati; August Nelson, AAAA, New York; Arnold Nocks, DuMont TV, New York; Karl Norton, Abbott Kimball Co., New York; Robert J. O'Connor, WOR-TV New York; Jack A. Partington, Jack A. Partington TV Productions, New York; Jack Peters, Kastor, Farrell, Chesley & Clifford, New York; Lewis E. Pett, Allen B. DuMont Labs, Clifton, N. J.; Paul B. Phillips, Aitkin-Kynett Adv., Philadelphia; J. R. Poppele, WOR New York.

R Through T

Lewis C. Radford, Allen B. DuMont Labs, Clifton, N. J.; Paul Raibourn, Paramount TV Productions, New York; Chris Rashbaum, Paramount TV Productions, New York; Richard B. Rawls, ABC, New York; Leonard Reeg, ABC New York; Robert H. Reid, Intern'l News Service, New York; E. H. Rietzke, Capitol Radio Engineering Institute, Washington; M. J. Rifkin, Ziv Television Programs, New York; Stephen R. Rintoul, WXKW Albany, New York; W. H. Rivers, Eastman Kodak, New York; Ralph Rockafellow, Paramount TV Productions, New York; Wallace A. Ross, Ross Reports, New York; Wilson Royer, Eastman Kodak Co., Rochester, N. Y.; F. M. Russell, NBC-TV, Washington; Earl Salmon, ABC, New York; Ernie Sanders, Central Bcstg. Co., Davenport, Iowa; Al Scapone, McCann-Erickson, New York; Robert Shelby, NBC-TV, New York; George Shupert, Paramount TV Productions, New York; Carleton Smith, NBC-TV, New York; Walter Stickel, DuMont TV, Clifton, N. J.; Theodore Streibert, WOR New York; Alexander Stronach, ABC, New York; Richard Swift, CBS, New York; Hulbert Taft Jr., WKRC-TV Cincinnati; James B. Tharpe, Allen B. DuMont Labs, Clifton, N. J.; Rolland V. Tooke, Philco TV Bcstg. Corp., Philadelphia; Miss Miriam Traeger, Abbott Kimball Co., New York; Herminio Traviesas, CBS, New York.

U Through Z

Charles Underhill, CBS, New York; Charles Vanda, WCAU-TV Philadelphia; Thomas Velotta, ABC, New York; Hugh Wagnon, "The Easton Express," Easton, Pa.; Sylvester L. Weaver, NBC-TV, New York; H. Edward White, Eastman Kodak, New York; Arthur L. Whiteside, School of Radio Technique, New York; Frederic Wile, NBC-TV, New York; Annie Laurie Williams, Annie Laurie Williams Inc., New York; Chris J. Witting, DuMont TV Network, New York; Mark Woods, ABC, New York; Emerson Yorke, Emerson Yorke Studio, New York; Frank Young, WPIX (TV) New York.

UHF SUCCESS

RCA and NBC's Connecticut Test Indicates Greater Vistas

By RICHARD W. DAVIS

THE old saw that "television will mean ruin for the small broadcaster" has taken a bit of tempering lately, but it has still left many an AM manager looking at the future with sawdust in his knees. In Connecticut, however, we have watched the growth and progress of a new television which will open vast areas of entertainment, public service and profit to present AM broadcasters.

This new television is Ultra High Frequency — UHF — and it shows great promise for the future.

On appropriately named Success Hill in Bridgeport, NBC and RCA have constructed their experimental UHF television station. The eyes of the radio and television industries have been on it, but we have been there with our hands, hearts and hopes as well.

From the time the FCC granted the construction permit on May 4, 1949, the progress of the new station has been closely followed by us, and through us, by the people of New Haven. Our personnel have made almost daily visits to the modern, compact and efficient transmitter building with its 250-foot antenna overlooking the Bridgeport area, and when the station began retransmitting the test patterns and programs of WNBT (TV) New York, one of the first adapted receivers was made available to us for tests in homes and in our mobile unit. At this point we are confident that UHF television is a fact and the Bridgeport station is proving the feasibility of telecasting in the upper reaches of the spectrum.

Success Seen

Though this UHF station has been labeled "experimental," those who have worked with it so far believe, as do our engineers, that it has come a long distance from the experimental stage. It is considered to be in the operational level; the only testing being done is a thorough analysis of reception characteristics.

The equipment is comprised of two-thirds standard VHF transmitting units, and the rest has been working economically and efficiently. As for reception, our tests have shown it to be superior to the New York and New Haven VHF signals in Bridgeport when a side-by-side comparison is made.

The equipment is compactly housed in a small Cape Cod building, the units arranged on two sides of a master control board. None of the tubes in the picture or aural transmission systems is expensive, the highest cost of tubes in the final amplification stage is approximately $48.00. All are cooled by forced air, not water.

Two significant facts have emerged from our reception tests. One is that UHF is practically free from man-made distortion. Automobile ignition and neon sign interference that tears a VHF picture apart disappears with UHF. The other fact is that UHF signals can be received over much longer distances than were first thought possible. The Bridgeport signal is being clearly picked up in Port Jefferson, Long Island, 20 miles away. An antenna on the RCA Building in New York City, 50 miles away, is also receiving the station.

In the latter case, the antenna height is the answer to the reception, but the clarity demonstrates a lack of rumored ghosts and variances supposedly associated with UHF. In any case, the average community is seldom more than 10 square miles in area, thus UHF provides the answer to community television—perfect reception in the primary area.

Since UHF will be more of a community project, we look for greater goodwill and greater sponsor identification and support. The proximity of other UHF stations

(Continued on Telecasting 47)

RICHARD W. DAVIS, general manager of WELI New Haven, Conn., is a veteran of 18 years in the broadcasting industry. He became program director of WMAS Springfield, in 1932. In 1935 he was appointed general manager of WONS Hartford, and in 1944 became general manager of WELI.

Mr. Davis

SELL FURNITURE BY TV

BAB Gives Tips

FURNITURE DEALERS are apt to be more receptive to television as an advertising medium than most retailers, BAB's first television Retail Information Folder told video station sales forces. The folder was mailed to stations fortnight ago [BROADCASTING, Jan. 30].

Designed to supply station salesmen with ammunition, the folder is devoted entirely to furniture. Copyrighted by NAB, BAB's parent, it carries a January date and is the first of a series of monthly releases on various industries.

In explaining the receptivity of furniture men to video, the folder says:

"The furniture dealer has already been sold on television . . . more than any other type of retailer . . . because a good part of his revenue in most cities comes from the sale of TV sets. He can see first hand the public reaction to television. He knows, almost before anyone else, the scope of public interest by the number of sets being sold to his customers."

The point then is made that the television set, which itself is being successfully sold by television, has created a demand for new types of furniture — swivel chairs, corner tables, mobile furniture. The suggestion of selling both the sets and accessory pieces via TV should be presented to the retailer-prospect, the folder advises.

Among other suggestions made in the folder:

- Find out the local members of the National Retail Furniture Assn. and tie in with their nationally scheduled promotions.
- Women's programs can be especially effective for retail furniture sponsorship. NRFA has recommended such shows to its members.
- Sell furniture retailers on the value of TV in pulling up the "valleys" in their sales curves, pointing out that when furniture sales are low (during the early months of the year) . . . TV viewing is high.

The stations are then advised to use success material to show the furniture retailer that television will sell furniture. The folder gives one example of a success story—Castro Furniture Co., New York, manufacturer of hide-away beds.

Starting with one one-minute film spot on one station in 1948, Castro now buys $800 worth of video time weekly on four New York stations. During the same period, the company expanded from one to four floors, attributing most of the rapid growth to TV.

Drawn for TELECASTING by Sid Hix

"And remember, kiddies, there's a TV color converter on every package of Crispy, Crackly Breakfast Munchies!"

SPOT ADVERTISERS IN 1949

(Compiled from Rorabaugh Reports on Television Advertising)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Abbotts Dairy	Ice Cream	..	1	1	1	1	1	1	2	2	2	2	2	Richard A. Foley
Accent Foods	Seasoning	..	..	..	..	..	..	..	2	4	1	..	..	J. Walter Thompson
Acme Breweries	Beer	..	1	1	1	1	2	1	1	1	1	..	..	Brisacher, Wheeler & Staff
Acme-Evans Co.	E-Z Bake Flour	..	..	..	..	..	1	..	..	..	..	..	..	Caldwell, Larkin
Admiral Corp.	Radios, TV Sets	1	1	1	1	1	1	3	3	3	4	6	6	Kudner
Aerosweep, Inc.	TV Antennas	1	..	..	1	1	1	1	..	..	..	..	..	Stewart Dreier
Aetna Oil	Gas & Oil	1	1	..	..	..	..	..	..	..	..	..	..	L. W. Ronsh
Alberts Products	Portland Punch	..	..	..	..	..	..	..	..	..	5	4	..	H. C. Morris
Albin Enterprises	Jiffy Stitcher	..	..	..	..	..	..	..	..	..	1	..	1	Smith, Bull & McCreery
Alliance Mfg. Co.	Tenna Rotor						3	8	15	19	27	38	42	Foster & Davies
Allied Food Industries	Macaroon Mix	3	3	5	6	7	7	3	..	..	..	..	..	Byrne, Harrington & Roberts
Altes Brewing Co.	Beer	..	..	..	..	..	1	..	2	2	1	1	..	McCann-Erickson
Alumeroll Prod. Co.	Awnings	1	1	..	..	..	..	..	..	..	..	..	..	Direct
Aluminum Cooking Utensil Co.	Wearever Aluminum	..	..	..	..	..	..	..	..	..	1	1	..	Fuller & Smith & Ross
Ambrosia Brewing Co.	Beer	..	..	..	..	..	1	1	1	1	4	4	4	Malcolm-Howard
American Art Co.	Lighters	..	1	..	..	..	..	..	..	..	..	..	..	G. G. Felt
American Beauty Macaroni Co.	....	..	..	..	..	..	..	1	1	1	1	1	1	Dan B. Miner
American Brewery	Beer	3	3	3	3	2	2	2	3	3	3	3	3	Elmer O. Free
American Brewing Co.	Beer	..	..	..	..	..	1	1	2	1	1	2	2	Walker Saussy
American Chicle Co.	Gum	1	1	2	6	7	6	6	4	4	3	3	3	Badger & Browning & Hersey
American Cigarette & Cigar Co.	Pall Mall	..	..	..	4	20	20	21	30	30	30	31	31	Sullivan, Stauffer, Colwell & Bayles
American Greeting Publishers	Greeting Cards	..	..	..	..	1	1	1	..	..	..	..	..	Fuller & Smith & Ross
American Home Products Corp.	Wizard Glass Wax	..	1	..	..	..	..	..	..	1	1	1	1	Earl W. Bothwell
American Kitchens	....	..	..	..	..	..	..	..	..	..	1	..	..	Ruthrauff & Ryan
American Limoge China	Chinaware	1	..	..	..	..	..	..	..	..	..	..	..	Direct
American Maize Products	Desserts	..	..	..	..	..	1	..	..	..	..	..	..	Kenyon & Eckhardt
American Mitchell Fashion Publ.	Patterns	1	1	..	..	..	..	..	..	..	..	..	..	Erlicht & Neuwirth
American Oil Co.	Gas, Oil	..	..	..	..	..	..	..	..	..	1	2	2	Joseph Katz
American Packing Co.	Meat	1	1	1	1	1	1	1	1	1	1	1	1	Winius-Drescher-Brandon
American Tobacco Co.	Lucky Strike	21	26	27	27	28	39	40	40	40	39	49	41	N. W. Ayer & Son
American Wine Co.	Wine	..	..	..	..	..	..	..	..	..	..	..	1	Foote, Cone & Belding
Ames, Elizabeth Co.	Perfume Atomizers	1	..	..	..	..	..	..	..	..	..	..	..	Ray Hirsch
Amurol Prod. Co.	Toothpaste	..	..	..	..	..	..	..	..	..	..	..	5	Jones Frankel
Andrea Radio Corp.	Radios, TV Sets	1	1	..	..	..	..	..	..	..	..	..	..	Royal & de Guzman
Anheuser-Busch	Beer	1	..	..	..	..	..	..	..	..	..	..	..	D'Arcy
Apex Electric Mfg. Co.	Washers	..	..	..	..	1	2	2	..	..	..	..	..	Meldrum & Fewsmith
Arnold & Aborn	Aborn's Coffee	1	1	1	1	1	1	1	..	1	1	2	2	French & Preston
Arnold Bakers	Bread	..	..	..	..	..	..	..	..	..	1	1	4	Benton & Bowles
Arrow Petroleum Co.	Oil	..	..	..	..	..	..	..	..	..	1	1	1	Casler, Hempstead & Hanford
Art Instruction Inc.	Home-Study	..	..	..	..	..	..	..	1	1	..	..	..	Knox Reeves
Artistic Foundations	Foundation Garments	1	1	1	1	1	1	..	..	..	5	5	6	Hirshon-Garfield
Artra Cosmetics	Shampoo	..	..	..	..	..	..	2	1	1	1	..	..	Abbott Kimball
Asam Brothers	Wallpaper	..	..	2	2	2	1	..	..	..	..	..	..	Gray & Rogers
Assoc. Hospital Service	Health Insurance	..	1	..	..	..	..	..	..	..	..	..	..	Malcolm-Howard
Atchison, Topeka & Santa Fe Railroad	....	..	..	..	..	..	..	..	..	..	1	2	2	Leo Burnett
Athletic Supply Co.	Sports Equip.	1	1	..	..	..	..	..	..	..	..	..	..	Wendt
Atlantic Brewing Co.	Beer	1	2	2	2	2	2	1	1	1	1	1	1	W. B. Doner
Atlanta Coca-Cola Bottling Co.	Coca-Cola	1	1	..	..	..	..	..	..	..	..	..	..	Direct
Atlantic Co.	Beer	..	..	..	..	..	..	..	..	..	1	1	1	Hugh A. Deadwyler
Atlantic Refining Co.	Gas, Oil	..	2	2	3	3	4	3	3	3	1	1	..	N. W. Ayer & Son
Atlantic Syrup Refining Corp.	Chocolate Syrup	..	..	..	..	..	..	..	1	1	1	3	3	J. Robert Mendte
Atlas Brewing Co.	Beer	..	1	2	2	2	3	1	..	..	..	..	..	

(Continued on Telecasting 34)

TV'S GROWTH IN '49

By BRUCE ROBERTSON

DURING 1949 commercial television more than doubled the number of stations in operation—from 41 on the air in December 1948 to 98 a year later. The number of market areas whose residents received program service from these stations in the same period increased from 23 to 57. And gross TV time sales rose, according to TELECASTING estimates, from $8.7 million in 1948 to $24.75 million in 1949 [BROADCASTING, Jan. 23].

An overall picture of last year's growth of commercial television may be obtained from a study of the monthly *Rorabaugh Reports on Television Advertising*. Based on data provided by the TV stations and networks, these reports list the network, spot and local TV advertisers, the products advertised and the programs or spots used to convey those sight-and-sound advertisements to the television audience. These records are not absolutely complete, as not all stations report every month, but they are complete enough to give a reasonably accurate picture of the development of video advertising.

While full lists of the network and spot advertisers on television during 1949 are printed elsewhere in this issue (the network list starting on TELECASTING 9, the spot list on this page), the year's growth is summarized in the tables on this page, comparing the records of the final month in 1948 and in 1949.

Table I, analyzing television's network and spot advertisers by product groups, shows that the number of TV network advertisers rose from 37 in December 1948 to 72 in December 1949. In the week of Dec. 5-11, 1948, 41 stations reported 211 spot advertisers. A year later, Dec. 4-10, 1949, 89 stations reported 416 spot advertisers.

The changes in rank order of the various product classes perhaps provide an indication of the eventual pattern of TV as an advertising medium. Or it may merely indicate that this new medium is still in a state of flux. Certainly the December 1949 rank order is quite different from that of a year earlier.

Among network advertisers in December 1948, radio and video set manufacturers ranked first, as against a tie with automotive companies for third place in December 1949, when foods were first, as against second place the year before. Smoking materials — cigarettes, chiefly—ranked second in the network list in December 1949, with toiletries and gasoline and motor oil tied for fifth place. This is reasonably close to the rank order of the various product groups on the radio networks.

Food Advertisers High

Food advertisers also topped the TV spot list in December in both 1948 and 1949. In the final month of 1948, apparel advertisers ranked second, beer and wine third, household equipment fourth and radios and TV sets fifth. A year later, beers and wines had moved up to second place, with household equipment third, candy and soft drinks fourth and toiletries fifth.

A different sort of analysis is offered by Table II, which compares the number of accounts—network, spot and local—using video time in each of the country's TV markets during the final month of 1948 and of 1949. In the network list, each sponsored program is considered as a separate account, so that an advertiser with two network TV shows is counted twice. In the spot and local-retail lists, each product campaign is considered to be an account.

The more than doubling in the

* * *

Table I

TV ADVERTISERS BY PRODUCT GROUPS

(Dec. 4-10, 1949, vs. Dec. 5-11, 1948)

Product	Network Dec. 49	Network Dec. 48	Spot Dec. 49	Spot Dec. 48
Agriculture	..	..	2	..
Apparel	3	3	14	28
Automotive	7	3	9	8
Beer & Wine	4	..	99	27
Building Materials	..	..	..	7
Confectionery & Soft Drinks	2	..	23	9
Consumer Services	..	..	2	2
Drugs & Remedies	3	4	8	4
Financial	1	..	3	..
Food & Food Products	9	5	112	34
Gasoline, Oil & Fuels	6	2	11	7
Household Equipment	2	3	30	16
Household Furnishings	4	1	8	9
Insurance	..	..	..	2
Jewelry	3	1	9	10
Office Equipment & Stationery	1	..	4	2
Publishing	..	..	2	3
Radios, TV Sets*	7	6	10	12
Retail Stores	..	..	1	..
Smoking Materials	8	2	13	8
Soaps, Cleansers & Polishes	2	1	16	3
Sporting Goods & Toys	3	3	8	8
Toiletries	6	3	17	7
Transportation	..	..	8	2
Miscellaneous	1	..	7	3
Totals	72	37	416	211

*These advertisers also advertise household equipment on their TV programs.

Sales, Outlets, Markets More Than Double

number of cities with TV service during 1949 is naturally reflected in the distribution of business among these markets. New York, which ranked first in number of total advertisers in December 1948, had dropped to fourth place by December 1949, despite an increase in TV accounts from 179 to 242. Los Angeles, which ranked sixth in December 1948, with 59 accounts on its three stations, a year later was in first place, with 325 accounts on the seven stations now providing TV service in that area.

Philadelphia, which ranked second in number of TV accounts in December 1948, dropped to third a year later, being passed by Chicago which had ranked only seventh the previous year. Baltimore meanwhile dropped from third to fifth place among all TV cities.

When the network, spot and local accounts are considered separately, the relative city standings are even more varied. New York and Philadelphia were tied for first place in number of network accounts in December 1949, with Chicago third. New York also led the spot list, with Chicago second and Los Angeles third. Los Angeles, first in number of local TV accounts by a more than two-to-one margin over second place Chicago (202 to 89), ranked no better than 21st on the network list, lacking cable or relay connections with the east where most of today's TV network programs originate.

A month-by-month analysis of the number of TV markets and stations supplying data for the Rorabaugh TV reports since their inception in June 1948, showing also the number of network, spot and local accounts reported each month, is given in Table III.

* * *

TV ADVERTISING BY MARKETS

(Dec. 4-10, 1949, vs. Dec. 5-11, 1948)

City	No. of Stations Dec. 49	Dec. 48	Number of Accounts Network Dec. 49	Dec. 48	Spot Dec. 49	Dec. 48	Local-Retail Dec. 49	Dec. 48	Total Dec. 49	Dec. 48
Albuquerque*	1	..	8	..	..	..	..	..	..	..
Atlanta	2	1	27	3	23	9	57	8	107	20
Baltimore	3	3	79	33	45	31	73	40	200	104
Binghamton*	1	..	5	..	..	..	..	..	5	..
Birmingham	2	..	17	..	6	..	21	..	44	..
Bloomington	1	..	2	..	4	..	4	..	10	..
Boston	2	2	72	32	67	18	47	11	186	61
Buffalo	1	1	47	5	34	11	58	8	139	24
Charlotte	1	..	16	..	7	..	9	..	32	..
Chicago	4	3	76	3	97	39	89	16	262	58
Cincinnati*	3	1	63	6	17	19	10	2	90	27
Cleveland†	3	1	72	4	49	12	53	3	174	19
Columbus*	3	..	62	..	19	..	67	..	148	..
Davenport	1	..	5	..	2	..	9	..	16	..
Dayton*	2	..	13	..	13	..	25	..	51	..
Detroit	3	3	79	5	48	21	66	23	193	49
Erie	1	..	45	..	11	..	44	..	100	..
Ft. Worth-Dallas	3	1	22	4	21	5	40	6	83	15
Grand Rapids	1	..	24	..	3	..	19	..	46	..
Greensboro	1	..	11	..	3	..	8	..	22	..
Houston	1	..	19	..	17	..	7	..	43	..
Huntington	1	..	6	..	6	..	22	..	34	..
Indianapolis	1	..	17	..	17	..	26	..	60	..
Jacksonville	1	..	13	..	3	..	8	..	24	..
Johnstown	1	..	18	..	6	..	6	..	30	..
Kansas City	1	..	13	..	13	..	8	..	34	..
Lancaster	1	..	41	..	15	..	35	..	91	..
Los Angeles	7	3	35	2	88	26	202	31	325	59
Louisville	1	1	20	3	15	5	21	7	56	15
Memphis	1	..	21	..	9	..	24	..	54	..
Miami	1	..	16	..	11	..	57	..	84	..
Milwaukee	1	1	49	5	29	8	49	29	127	42
Minneapolis-St. Paul	2	1	29	3	27	4	36	7	92	14
New Haven	1	1	46	2	23	6	16	14	85	22
New Orleans	1	..	20	..	14	..	26	..	60	..
New York	7	6	85	37	105	82	52	60	242	179
Oklahoma City	1	..	15	..	11	..	30	..	56	..
Omaha	2	..	20	..	9	..	22	..	51	..
Philadelphia	3	3	85	34	77	45	83	46	245	125
Phoenix*	1	..	4	..	1	..	..	..	..	..
Pittsburgh	1	..	43	..	20	..	26	..	89	..
Providence	1	..	38	..	21	..	11	..	70	..
Richmond	1	1	43	26	13	7	7	8	63	41
Rochester	1	..	41	..	11	..	16	..	68	..
St. Louis	1	1	51	5	33	15	24	7	108	27
Salt Lake City	2	1	15	3	7	4	48	10	70	17
San Antonio†	1	..	3	..	..	..	..	..	..	..
San Diego	1	..	15	..	8	..	22	..	45	..
San Francisco	3	..	26	..	31	..	34	..	91	..
Schenectady	1	1	45	27	14	7	22	5	81	39
Seattle	1	1	22	1	9	7	16	18	47	26
Syracuse	1	..	19	..	13	..	19	..	51	..
Toledo	1	1	39	4	17	6	54	19	110	29
Tulsa	1	..	4	..	5	..	15	..	24	..
Utica	1	..	24	..	7	..	27	..	58	..
Washington	4	3	84	35	44	26	63	35	191	96
Wilmington	1	..	31	..	5	..	14	..	50	..

†Stations WXEL (TV) Cleveland and WOAI-TV San Antonio were not active commercially during sample week, Dec. 4-10, 1949, and therefore not represented in the spot and local-retail columns.
*Stations KOB-TV Albuquerque, WNBF-TV Binghamton, WCPO-TV Cincinnati, WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, KPHO-TV Phoenix, did not report spot and local-retail business for the sample week, Dec. 4-10, 1949.

Table III
REPORT ANALYSIS
SUMMARY OF DATA

Report of	Reporting Markets	Reporting Stations	NO. OF ACCOUNTS Network	National-Regional Spot	Local-Retail	Total
1948						
June	11	20	14	76	144	234
July	16	26	14	113	153	280
August	19	32	18	122	197	337
September	19	32	21	119	236	376
October	21	37	33	181	281	495
November	21	37	37	216	373	626
December	23	41	37	230	413	680
1949						
January	27	46	33	225	469	727
February	30	54	46	258	614	918
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225
May	34	59	57	328	958	1343
June	38	65	54	324	1055	1433
July	38	66	42	299	1028	1369
August	40	71	32	301	1082	1415
September	43	76	59	337	1141	1537
October	47	82	76	399	1416	1891
November	51	86	78	420	1697	2195
December	53	89	89	427	1800	2316

NETWORK ADVERTISERS IN 1949

(Compiled from the Rorabaugh Reports on Television Advertising)
(Dates are 1949 unless otherwise noted.)

Program is broadcast every other week.
R Program resumed after hiatus.
ⓒ Co-Sponsored.

Advertiser & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Admiral Corp. Radio, TV Sets, Ranges, Refrigerators	Broadway Revue (1:00)	DuM-17 (1-28—6-3)	Kudner
	Broadway Revue (1:00)	NBC-25 (1-28—6-3)	Kudner
	Hopalong Cassidy (1:00)	NBC-35 (6-10—8-19)	Kudner
	Stop the Music (0:30)	ABC-21 (5-5— . .)	Kudner
	Lights Out (0:30)	NBC-33 (11-7— . .)	Kudner
Allis-Chalmers Tractors	Int'l Livestock Show (1:00)	NBC-25 (11-29 only)	Bert S. Gittens
American Bakeries Bread & Cake	Lone Ranger (0:30)	ABC-5 (10-6— . .)	Tucker Wayne
American Cig. & Cig. Pall Malls	Big Story (0:30#)	NBC-35 (9-16— . .)	SSC&B
American Oil Amoco Gas & Oil	Football Games (3:00)	CBS-9 (10-29 only)	Katz
	Boxing Bouts (2:00)	NBC-11 (2-26 only)	Katz
American Tobacco Lucky Strikes	Your Show Time (0:30)	NBC-33 (1-21—7-22)	N. W. Ayer
	Football Games (3:00)	NBC-12 (9-24—11-24)	N. W. Ayer
P. Ballantine Beer & Ale	Tournament of Champions (2:00)	CBS-11 (1-19—5-4)	JWT
	International Boxing Club (1:00)	CBS-11 (10-5— . .)	JWT
Barbasol Co. Shaving Cream	The Week in Review (0:15)	CBS-4 1-1—7-17 (R 9-11— . . .)	Erwin-Wasey
			Erwin-Wasey
Bates Fabrics Bates Textiles	Girl About Town (0:20)	NBC-16 (1-1—4-24)	Jas. P. Sawyer
Bell & Howell Cameras, Projectors	Action Autographs (0:15)	ABC-5 (4-24— . . .)	Henri, Hurst & McDonald
Bigelow-Sanford Carpets	Bigelow Show (0:30)	NBC-33 (1-1—7-14) (R 10-5— . . .)	Y&R
Blatz Brewing Beer	Roller Derby (2:00)	ABC-13 (9-29— . .)	KFC&C
Bonafide Mills Linoleum	Stop Me if You've Heard This One (0:30)	NBC-22 (1-28—4-1)	S. R. Leon
	Theatrical Agency (0:30)	NBC-27 (4-1—7-18)	S. R. Leon
	Bonny Maid Floor Show (0:30)	NBC-36 (8-26— . . .)	S. R. Leon
Bond Clothes Wearing Apparel	Sport Highlights of the Week (0:05)	NBC-20 (10-14— . . .)	Cayton
Bristol-Myers Vitalis, Sal Hepatica, Ipana	Break the Bank (0:30)	ABC-10 (1-1—9-23)	DC&S
Ipana	Lucky Pup (0:30)	CBS-11 (6-28— . . .)	DC&S
Vitalis, Mum, Etc.	Break the Bank (0:30)	NBC-17 (10-5— . . .)	DC&S
Brunswick, Balke, Collender Co. Bowling Equip.	Bowling Matches (1:30)	DuM-20 (12-8—12-11)	Al P. Lefton
Canada Dry Ginger Ale	Super Circus (0:30)	ABC-12 (4-3— . . .)	Mathes

(Continued on Telecasting 50)

Editorial

Today's Text

AN ERUDITE observer of the TV scene sums up the allocations dilemma this way: "It comes, I think, to this: The FCC is holding up the development of the monochrome television service whilst it tries to decide whether or not industry is holding up the development of the color television service. See Matthew VII:3."*

* *"And why beholdeth thou the mote that is in thy brother's eye, but considereth not the beam that is in thine own eye?"*

Figures Don't Lie, But–

BEST INDEX to the amazing strides made by television in the past few months is the weekly set summary published on our TELESTATUS page. Current tabulations show the number of receivers in operation is over the four million mark.

This is an important figure—this total number of sets in actual use in the United States. It is the circulation denominator of the medium. From it an advertiser can compute the number of televiewers in any given market.

Because of its importance it is imperative that this figure be accurate and impartial.

There is today lack of uniformity in the methods of computation. In many markets, such as Washington and Baltimore, the set count is accurately estimated at regular intervals by an independent and unbiased committee. The reports are figured on the basis of distributors' and dealers' sales, on power company estimates, and are often audited by periodic coincidental telephone surveys. Such a check recently by WTMJ-TV, Milwaukee showed the percentage of error on the station's calculations as only .3 of 1%.

Then there is the other extreme—the station where management is so concerned with an attractive set census figure that they throw accuracy to the winds. Such a short-sighted policy usually backfires.

Television badly needs a standardized and practical formula which can be applied in every market where a station is in operation. No cumbersome and expensive machinery is necessary—merely a set of standards which can be adhered to by each reporting agency so that clients can have faith in the results.

The need is a challenge to telecasters. It necessarily means teamwork among competitors. But, in the end result, it will bring confidence in the integrity of TV's vital statistics.

TV·Taste

IT IS NOT a fanciful exaggeration to report that unless measures are taken to prevent repetition of recent lapses in program standards, the television art is inviting trouble.

Without identifying specific instances of questionable presentations, it can be remarked that their number is enough to warrant concern. Responsible telecasters will have to take serious notice of the condition.

Counteraction might lead to hamstringing creativeness. It can be avoided if individual telecasters are willing to discipline themselves.

Good taste is hard to define in a paragraph. Perhaps it can be said that a good way to judge the acceptability of a program is to remember that the television audience is not ten rows of bald heads at Minsky's, a table of tipsy celebrants in a saloon or a theatre full of sophisticates. The television audience is a family in a living room.

Frostbitten

JUST 14 MONTHS ago TBA met in annual convention in New York to chart the course of the fastest moving object since science learned to measure the speed of light. Then the FCC's freeze on TV allocations was less than three months old. It was to be thawed in six months —there was hope it would be done not later than February.

Another whole year has elapsed since that target date. And, from all outward appearances, the only way the video ice-jam can be broken in the foreseeable future is by legislative blasting.

Much has transpired since the FCC, on that eventful September day, decided it would redo the admittedly faulty TV allocations to catch up the errors in separation and to open new bands which would make possible a "truly nationwide" competitive service.

Actually that which has happened is mere side-show. The main event isn't even definitely booked. The FCC was diverted into color-TV. It did not want to see the public mulcted into buying prosaic black-and-white receivers when color might be just around that corner.

But the amazing thing is that the public doesn't seem a bit concerned. Wherever people are exposed, whether by coaxial cable, by microwave relay or by kinescope-recording, they clutch TV to their bosom. Even with a freeze, and with less than 100 stations on the air in 58 markets, 4,000,000 receivers have been sold to the tune of about $1 billion.

When the TBA last met there were 41 stations on the air and fewer than 700,000 receivers. Under existing authorizations, there can be only 111 stations—all authorized prior to the freeze and of which 99 are on the air.

Yet TV is expected to double its set population in 1950, with output expected to reach 4,000,000 units. The price trend is down, and color or no, the public has indicated that it will buy TV if signals are within eyeshot.

Solutions galore have been proposed. The Commission has seldom, if ever, been called upon to handle a hotter issue. It is under the gun of the Senate Interstate & Foreign Commerce Committee, which has ensconced itself as a sort of super-FCC. And now the House Committee is seeking to muscle in, evidently under the tutelage of some of the FCC's own legal minions.

It is still our view that if the FCC thawed the freeze, a substantial number of the 333 pending applicants would drop. Where there are conflicts hearings must be held anyway. No decision will be reached on color standards until comparative showings and the rest of the color hearings are out of the way, which probably won't be until spring, and the decision itself may come much later.

It seems obvious, moreover, that the six-megacycle channel width will be adopted for color as well as black-and-white. There remain the precise standards to be adopted. Certainly the public isn't being gypped when people snap up TV receivers as soon as service is available.

Those willing to risk capital should be accommodated. If additional VHF channels become available through realignment of frequencies now occupied by government immediately adjacent to the present band, the law of supply and demand will take over. If the UHF is workable, there will be bids for its use.

A mere 111 stations in 70-odd markets aren't going to provide "truly nationwide service" or permit development of competitive networks.

TV can't wait for a "planned economy." If sound broadcasting had waited for the Government to devise model allocations through service prefabricated for every trading area of the nation, the gooseneck speaker and three-dial tuning probably would still be in vogue.

Telefile:

A Richmond Radio Pioneer Leads the Way in TV

RICHMOND gave birth to telecasting—broadcasting's giant baby—at WTVR (TV) on April 22, 1948. In a few months from now, WTVR will be two years old, and Virginia's only television child promises to break into the profit column before the year's end.

It's not surprising that perhaps the greatest electronic feat in history was introduced to Virginians by a radio pioneer and maker of broadcasting history in the home state of the Presidents.

WTVR's interest in television antedates more than a decade. As early as 1939 when television was less than an infant, Wilbur M. Havens, owner and founder of the station, joined an RCA engineer in TV tinkering at Atlantic City.

Even in those days, Mr. Havens had visions of presenting this new sight and sound offshoot of broadcasting to Old Dominionites, who traditionally are quite addicted to historic events.

This is the same Wilbur Havens, holder of a first class engineer's license since 1925, who built Havens & Martin Inc.'s AM station's (WMBG) first transmitter on his kitchen table one year later. Mr. Havens also is president and general manager of WCOD (Capital of Old Dominion), Virginia's first FM station, which he helped place in operation in October 1946 with a radiated power of 47 kw. WCOD maintains an 18½ hour per day program schedule, offering separate and duplicate programming with WMBG.

On April 26, 1944, Havens & Martin filed an application for a television station in Richmond. This statement of intentions soon started the city talking when a public announcement was aired over WMBG and full page newspaper ads saluted the advent of Virginia's first TV outlet. Mr. Havens in that year let it be known, in no uncertain terms, that the former capital city of the Confederate States had its video future planned.

With an eye focused on untold possibilities foreshadowed by the new media, Mr. Havens in 1944 said:

"Of all post-war developments promised, by progress, in the art of science and radio, television shows the greatest opportunity. Television will open a new era of broadcasting entertainment, information and education to the home. Furthermore, it will be a development of great economic and social significance to labor, industry and government.

"In the immediate post-war era, NBC will deliver sight and sound television programs of the world's best entertainment, sports events

and educational features to you in Virginia and Richmond through the medium of WTVR's television transmitter.

"I promise you the best in television of the future, even as WMBG listeners will receive the best in radio today."

* * *

ABOUT two years later, on May 16, 1946, Richmond's stake in post-war video was assured when WTVR's construction permit was granted. It was the first TV grant in Richmond and in the state, and one of the first six TV grants in the nation.

From that time on, it was literally 18 hours per day devoted to the station's construction. The transmitter building, which houses AM, FM and TV facilities, had to be more than doubled in size, a television studio had to be completed and a film projector and control room constructed and equipped. Associated circuits and equipment were to be installed for permanent use. In order to fulfill the promise made the people by Mr. Havens, continuous research was conducted to assure the finest in services. Today, the station's studio building stands as a remarkable architectural as well as broadcasting unit. It was voted one of nine most noteworthy examples of modern architectural designs by *Architectural Record*.

Pre-"T-Day" preparations were carefully and intricately keyed to public information. An aggressive educational and promotional TV campaign featuring periodic reports via radio and newspaper kept residents posted on WTVR's progress.

Several months before the approach of "T-Day," an elaborate series of television manufacturer, distributor and dealer meetings were held in the station's auditorium. These served to educate the set handlers in all phases of merchandising and public service, thus paving the road for the smooth flow of receivers to consumers once the debut date was announced.

Finally, with the announcement of "T-Day," the heavens nearly broke with promotional rain in Richmond. Radio, direct mail, newspaper, posters, traveling news signs, counter cards and window space blanketed the eastern section of the Cavalier State for two straight weeks. When the storm subsided, WTVR made its debut with an inaugural program extending from 7:30 p.m. to 12:15 a.m. On the program were the state's governor, the mayor of Richmond, WTVR and NBC officials and other representatives and dignitaries from the industry. Bulk of the programming consisted of live studio productions.

Over 2,000 people were invited to look over the studios during the evening. TV dealers in the city held open house and capacity crowds caught their first glimpses of video. Initial programming by the station was two hours in the evening, 7:15 to about 9:30, Tuesday through Sunday, and made up principally of live studio shows.

* * *

ANOTHER landmark for WTVR was reached in June 1948 when the station linked with the NBC-TV Network and coincidentally became a pioneer NBC interconnected affiliate. It was this month that the station presented a complete coverage of the Republican National Convention. That day, June 23, WTVR was on the air from 9 a.m. to 3:09 a.m. A month later, the station carried the activities of the Democratic National Convention.

Set distribution in the WTVR area has increased 20-fold from 1,000 sets in 1948 to nearly 21,000 today. These figures show that Virginians are becoming more and more video-conscious.

WTVR has come a long way since its first thrust into commercial television. Now the station operates an average of 42½ hours weekly. Minimum operating schedule is 5-10:30 p.m. Network programs occupy periods of from 5-6 p.m. and 7-10:30 p.m. with local programming confined to the 6-7 p.m. hour and/or before 5 p.m. At present, there is a total of 82 commercial accounts on WTVR with the breakdown showing the network placing the greatest chunk (46), with local (21) totaling greater in number than national (15).

WTVR's policy, the station states, "is to provide the viewing public with not only the first but the finest which television has to offer." In conjunction with this theme, Mr. Havens has added his belief that plans in this new art must be flexible and geared for adaptation to the rapid pace that this giant baby is setting.

A quick look at programming gives a somewhat clearer idea of the quality and flexibility that is the established WTVR tradition.

* * *

OF the more successful commercial shows, WTVR cities eight programs, each of them local. This double-stamps the station's enterprise in video programming in a non-competitive TV area.

Continuous mail response was received from a pre-Christmas show last December that was locally produced. Called *Santa Reads His Mail* and telecast Monday, Wednesday and Friday from 6-6:30 p.m., it featured Santa reading mail sent in by the kiddies and Mother Claus, who assisted in the chores and recorded the names of the children. From one announcement prior to the initial program, Santa received 246 responses. The amount of mail he received in the first two weeks exceeded 2,500 pieces. Nolde Bros. Bakery sponsored the program.

The other seven programs encompass the field of entertainment and education. *Sportslight* is shown three times weekly from 6:45-7 p.m. It features the station's sports commentator, Jack Lewis, who presents sports resumes together with interviews of personalities. Its drawing power is attested by sponsorship by a local brewer for more than a year.

Question hunters in the vicinity tune in on *Viz-A-Quiz*, sponsored by Rockingham Clothiers. Two civic clubs match wits weekly with the cash prize a donation to the winners' favorite charity. Questions are of visual nature. This show is presented 15-minutes weekly.

A public service type program is offered viewers in *Richmond Roundtable*, which is presented from 6:30-6:45 p.m. each Friday. Outstanding public officials, dignitaries and civic leaders are provided a forum to express their opinions on important current issues. This program has stimulated state-wide interest and has included members of the President's cabinet, the state's governor, the city's mayor, state departmental heads and leaders of business and industries.

For the women's taste, *Woman's Video Journal*, with Jerry Lane, WTVR women's commentator presiding, gives culinary hints, fashions and interviews with local feminine personalities. This is aired 6:30-6:45 p.m. each Wednesday.

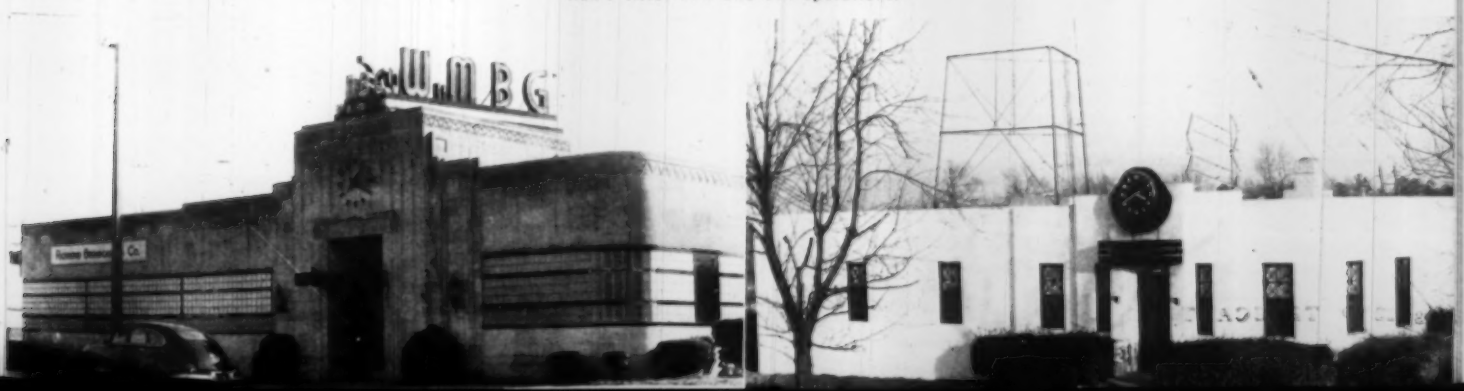
A lilting format typifies three musical shows, *Dude Ranch*, *On Wings of Song* and *Swinson Brothers Quartette*. Each program has one thing in common in being a WTVR (TeleVision Richmond) production. The *Ranch* show fills the Saturday evening 6:30-7 p.m. slot with western musical stylings complete with ranch settings. The *Wings* program, 6:45-7 p.m. on Tuesday, a relatively new feature, presents easy-on-the-ear piano selections by Pianist Everette Seay and vocal renditions by local artists. This program is beamed for TV showing since no spoken audio chops the program. All announcements are presented via video slides over appropriate musical bridges. The *Quartette* program completes the musical show trio. On this program, presented Tuesdays, 6:45-7 p.m., the rendition of songs of the Southland, another Virginia tradition, has attracted wide and faithful audiences.

WTVR has compiled special programming achievements highlighted by the National Convention relays. Visual events, some of them

(Continued on Telecasting 48)

Mr. HAVENS

* * *

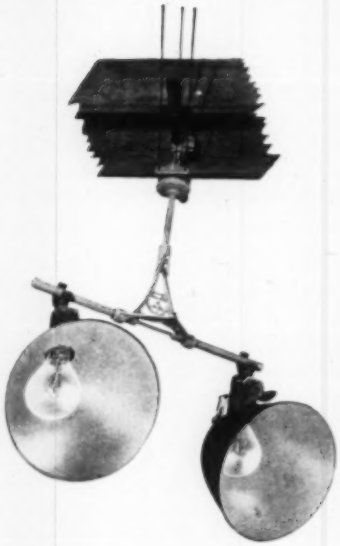


STUDIO (r) and transmitter facilities for WTVR are housed in the same buildings with the station's sister AM and FM operations.

EVERYTHING IN LIGHTING_

Incandescent Lamp Bank, Type TL-5A

The standard 12-lamp light source for normal studio operation. Ideal for slow fades. Provides equal light distribution on "douses." Maximum load per circuit, 3 kw; Per unit, 6 kw. Single cast aluminum-grille construction. Rotates 360 degrees. Tilts 170 degrees. Noiseless controls.



Rotatable Lamp Mount, Type TL-15A

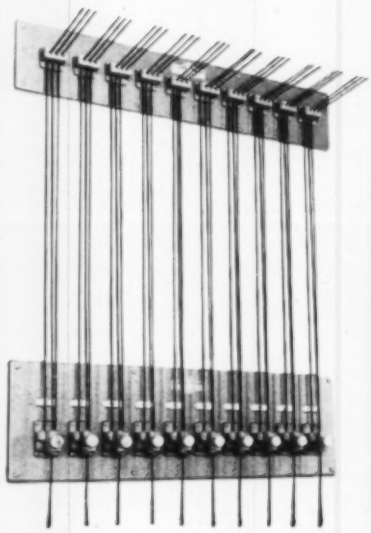
With extension bars for mounting individual or multiple flood lamps. Control spindle can rotate 360 degrees—tilt 170 degrees about the point of support.

Fairleads, Type TL-32A

A practical way to guide mechanical control lines to control board without noise. 170-degree tilt and 360-degree angle of rotation around its point of support provides maximum flexibility for mounting anywhere. Equipped with quick-release gridiron clamp. Nine chromed bushings reduce control-line friction.

High-Intensity Light Dolly, Type TL-26A

The ideal mobile floor unit that puts high-intensity side illumination where you want it. Uses the TL-1A High-Intensity Fluorescent Bank. Rotates the bank from horizontal to vertical position; tilts it through 90 degrees. No high-voltage floor cables, because lamp ballast is right on the dolly.



Light-Control Panel, Type TL-31A

Includes ten headlocks and ten rope locks for controlling ten light banks. Available in single units or on ready-to-operate panels, as illustrated.

Spot-Light Fixtures, Type TL-10A—TL-11A

Standard control spindle for use with a Mole-Richardson or Oleson 2-kw Solar Spot, or a 750-watt Baby Spot. Rotates 360 degrees. Tilts 170 degrees about its point of support.

_FOR TV STUDIOS...

New silent-control lighting equipment enables you to "tailor" the lighting system to fit your studio —correctly, without expensive experimenting.

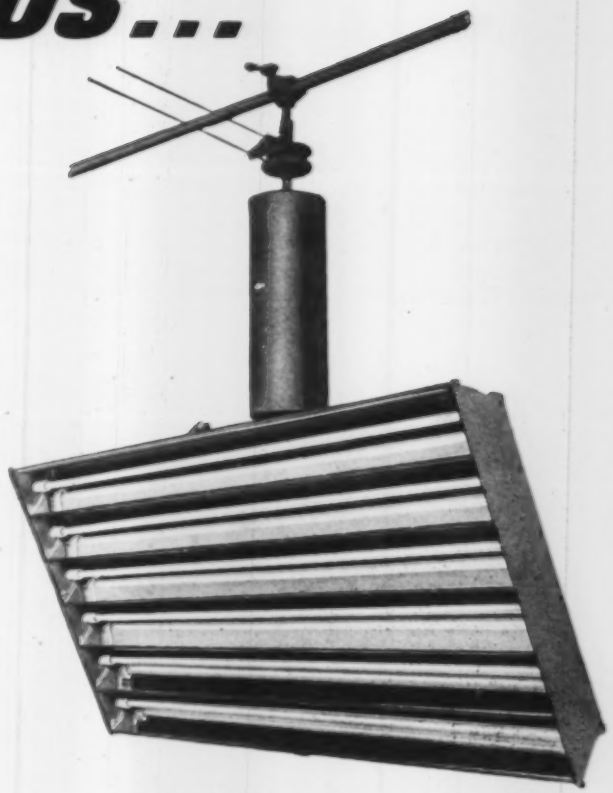
AVAILABLE for the first time—a complete line of studio-tested lighting equipment from a single manufacturer. Available for the first time—packaged studio lighting systems to match the response curves of modern studio cameras.

Combining high-intensity fluorescent banks, high-intensity spots, and incandescent banks for handling any studio set-up, RCA lighting systems are capable of delivering more than 200 foot candles of light energy. All lights can be rotated 360 degrees horizontally and 170 degrees vertically. All lights are designed for pyramid-mounting on studio ceilings. All lights are mechanically controlled through silent-operating fairleads that terminate in a central control board.

With this lighting equipment you can swing each light for basic work, modeling, or back lighting. You can direct each light to more than one acting area. You can "dim" by tilting, rotating, or cutting off half banks—and without upsetting light distribution. All equipment and wiring is off the floor. No ladder hazards or expensive catwalk installations. No danger of burning artists or technicians.

Here is the system that delivers correct illumination with as little as two-thirds to one-half the usual amount of equipment—and with proportionate savings in power. No more experimenting for the individual studio. No more junking of extensive lighting installations.

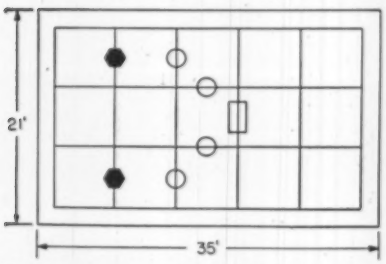
For help in planning your studio lighting—correctly—simply call your RCA Broadcast Sales Engineer. Or write Dept. 193A RCA Engineering Products, Camden, N. J.



High-Intensity Fluorescent Bank, Type TL-1A

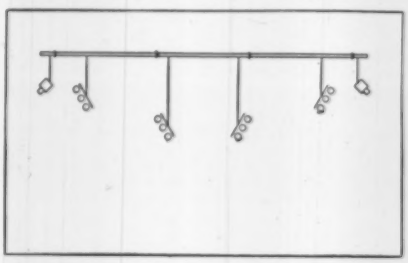
Assures optimum light response from TV studio Image Orthicon cameras. Uses six 3500-4500 Kelvin slim-line tubes. Only 600 watts connected load. Includes noise-free, double-rubber cushioned, built-in ballast units; heavy-duty jumper cord connections; instant start high-voltage striking circuit. Uses pre-focused individual alzac parabolas. Rotates 360 degrees. Tilts 170 degrees. Noiseless controls.

TYPICAL TV STUDIO-PROVED FLOOR PLANS AND CEILING ARRANGEMENT FOR RCA LIGHTING SYSTEMS

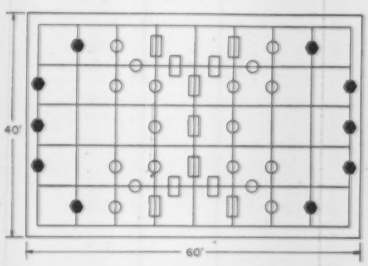


For a small interim-type studio, 21 feet x 35 feet. This plan more than meets the minimum lighting requirements of 200 foot candles and a contrast range of 2-to-1.

NO. REQD.		SYMBOL
1	HI-INTENSITY FLUORESCENT BANK	□
4	INCANDESCENT FLOOD-LITES	○
2	CONTROLLABLE SPOT-LITES	●



Cross-sectional view of a TV studio, showing RCA's inverted pyramid-type of lighting. This system delivers unobstructed light to every point in the studio.



For the average-size studio, 40 feet x 60 feet. This plan more than meets the minimum lighting requirements of 200 foot candles and a contrast range of 2-to-1.

NO. REQD.		SYMBOL
11	HI-INTENSITY FLUORESCENT BANKS	□
18	INCANDESCENT FLOOD-LITES	○
10	CONTROLLABLE SPOT-LITES	●

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
			ALABAMA			
BIRMINGHAM						
WAFM-TV 1949	Ch. 13 210-216mc 13.6kw-aur.; 26kw-vis.	Voice of Alabama Inc. 2029 First Ave., N. 3-8116	ABC CBS Radio Sales	Ed Norton, Chmn. of Bd. Thad Holt, Pres., Treas. & Gen. Mgr.	C. P. Persons Jr., Coml. Mgr. Lionel F. Baxter, Prog. Mgr. James L. Evans & Norman S. Hurley, Chief Engrs.	Winik Pictorial UP RCA
WBRC-TV 1949	Ch. 4 66-72mc 7.2kw-aur.; 14.5kw-vis.	Birmingham Bcstg. Co. WBRC Bldg. 4-7741	DuMont NBC Blair TV	Eloise S. Hanna, Pres. G. P. Hamann, Gen. Mgr. Don D. Campbell, Coml. Mgr.	M. D. Smith, Prog. Dir. G. P. Hamann, Chief Engr.	DuMont Ziv Goodman INS DuMont
			ARIZONA			
PHOENIX						
KPHO-TV 1949	Ch. 5 76-82mc 8.7kw-aur.; 17.5kw-vis.	Phoenix Bcstg. Co. Inc. KPHO Bldg. 4-7367	ABC, CBS NBC DuMont	Rex Schepp, Pres. E. R. Borroff, Gen. Mgr. Richard Heath, Coml. Mgr. William Reddick, Prod. Mgr.	Frank Orth, Prom. Mgr. Walter Stiles, Tech. Dir. Cliff Baker, Chief Engr.	.... DuMont
			CALIFORNIA			
LOS ANGELES						
KECA-TV 1949	Ch. 7 174-180mc 14.7kw-aur.; 29.4kw-vis.	American Bcstg. Co. Inc. Prospect & Talmadge Normandy 3-3311	ABC ABC Spot Sales	Robert E. Kintner, Pres. (ABC) Clyde P. Scott, Gen. Mgr. W. K. McDaniel, Coml. Mgr.	Philip Booth, Prog Dir. P. G. Caldwell, Chief Engr.	..... AP, UP, INS General Electric
KFI-TV 1948	Ch. 9 186-192mc 15.7kw-aur.; 31kw-vis.	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	Petry	Earle C. Anthony, Pres. Haan J. Tyler, Mgr. Kevin B. Sweeney, Coml. & Prom. Mgr.	Kenneth C. Higgins, Prog. Mgr. H. L. Blatterman (Co-Chief Curtis Mason (Engrs.	.... RCA
KLAC-TV 1948	Ch. 13 210-216mc 16.22kw-aur.; 30.8kw-vis.	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hollywood Hudson 2-7311	Katz	Don J. Fedderson, Gen. Mgr. David E. Lundy, Coml. Mgr. Fred Henry, Prog. Dir.	Jack Miller, Prom. Mgr. R. W. Conner, Dir. of Engrg.	
KNBH 1949	Ch. 4 66-72mc 8kw-aur.; 15kw-vis.	National Bcstg. Co. 1500 N. Vine, Hollywood Hollywood 9-6161	NBC	Joseph H. McConnell, NBC Pres. Sidney N. Strotz, V. P. Western Div. Harold J. Bock, Gen. Mgr.	Frank A. Berend, Coml. Mgr. Robert V. Brown, Prog. Dir. Alfred H. Saxton, Chief Engr.	Thesaurus AP, UP, INS RCA
KTLA 1942	Ch. 5 76-82mc 15kw-aur.; 30kw-vis.	Paramount Television Productions Inc. 5451 Marathon St. Hudson 2-2301	Weed	Paul Raibourn, Pres. Klaus Landsberg, Gen. Mgr. Harry Maynard, Coml. Mgr.	Gordon Wright, Prod. Coordinator Gordon Minter, Sr. Dir. Raymond M. Moore, Chief Engr.	Telenews UP .....
KTSL 1931	Ch. 2 54-60mc 11.4kw-aur.; 22.75kw-vis.	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	DuMont Blair TV	Lewis A. Weiss, Chmn. of Bd. Willet H. Brown, Pres. Charles Glett, V. P. Chg. TV Ward I. Ingrim, V. P. Chg. Sales	Mark Finley, Dir. of Pub. Relations Robert Hoag, Sales Mgr. Walter Carruther, V. P. Chg. of Engr.	..... UP RCA
KTTV 1949	Ch. 11 198-204mc 16.6kw-aur.; 31.5kw-vis.	KTTV Inc. 1025 N. Highland Ave. Hudson 2-1301	CBS Radio Sales	Norman Chandler, Pres. Harrison M. Dunham (acting) Sta. Mgr. Frank G. King, Sales Mgr.	Robert M. Purcell, Prog. Dir. Raymond Monfort, Chief Engr.	..... AP RCA
SAN DIEGO						
KFMB-TV 1949	Ch. 8 180-186mc 16.5kw-aur.; 20kw-vis.	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC, CBS NBC Branham	Jack O. Gross, Pres. & Gen. Mgr. W. O. Edholm, Coml. Mgr. Al Flanagan, Prog. Dir.	Thornton Chew, Chief Engr.	.... General Electric
SAN FRANCISCO						
KGO-TV 1949	Ch. 7 174-180mc 13.7kw-aur.; 25.4kw-vis.	American Bcstg. Co. 155 Montgomery St. Exbrook 2-6544	ABC ABC Spot	Robert E. Kintner, Pres. (ABC) Gayle V. Grubb, Gen. Mgr. Vincent Francis, Coml. Mgr. Maury Baker, Prom. Mgr.	Bloyce Wright, Prog. Dir. & Prom. Mgr. A. E. Evans, Chief Engr.	.... General Electric
KPIX 1948	Ch. 5 76-82mc 15.4kw-aur.; 2.9kw-vis.	The Associated Bcstrs. Inc. Mark Hopkins Hotel Exbrook 2-4567	CBS, DuMont Bolling	Wesley I. Dumm, Pres. Philip G. Lasky, V. P. & Gen. Mgr.	Sanford Spillman, Prog. Dir. A. E. Towne, Chief Engr.	..... UP, INS RCA
KRON-TV 1949	Ch. 4 66-72mc 7.7kw-aur.; 14.5kw-vis.	The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100	NBC Free & Peters	Charles Theriot, Gen. Mgr. Harold See, Dir. of TV Patrick Crafton, Prog. Dir.	Al Isberg, Chief Engr.	.... RCA
			CONNECTICUT			
NEW HAVEN						
WNHC-TV 1948	Ch. 6 82-88mc .957kw-aur.; 1.82kw-vis.	Elm City Bcstg. Corp. 1110 Chapel St. 8-0196	ABC, NBC CBS & DuMont Katz	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Vincent Callanan, Coml. & Prom. Mgr.	Jean O'Brien, Prog. Dir. Vincent DeLaurentis, Chief Engr.	..... AP DuMont
			DELAWARE			
WILMINGTON						
WDEL-TV 1949	Ch. 7 174-180mc .5kw-aur.; 1kw-vis.	WDEL Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	James Alshead, Prog. Dir. J. E. Mathiot, Tech. Dir.	..... UP .....
			DISTRICT OF COLUMBIA			
WASHINGTON						
WMAL-TV 1947	Ch. 7 174-180mc 12kw-aur.; 22kw-vis.	Evening Star Bcstg. Co. 724 14th St. NW NAtional 5400	ABC ABC Spot	S. H. Kauffmann, Pres. K. H. Berkeley, V. P. & Gen. Mgr. Ben R. Baylor Jr., Coml. Mgr.	Charles Kelly, Prog. Dir. Frank Harvey, Chief Engr.	.... RCA
WNBW 1947	Ch. 4 66-72mc 10.5kw-aur.; 20.5kw-vis.	National Bcstg. Co. Trans-Lux Bldg. REpublic 4000	NBC NBC Spot	Joseph H. McConnell, Pres. (NBC) Frank M. Russell, V. P. William R. McAndrew, Gen. Mgr. Ralph Burgin, Prog. Dir.	Tom Geoghegan, Publ. & Prom. Mgr. George H. Sandefer, Controller Charles de Lozier, Sales Mgr. Donald Cooper, Chief Engr.	..... AP, UP, INS RCA
WOIC 1949	Ch. 9 186-192mc 14.4kw-aur.; 27.3kw-vis.	General Teleradio Inc. 40th & Brandywine Sts. NW ORdway 7600	CBS, MBS WOR Sales	Eugene S. Thomas, Gen. Mgr. William D. Murdock, Coml. Mgr. James S. McMurry, Prog. Dir.	John F. Hardesty, Dir. of Adv. & Special Events Robin D. Compton, Chief Engr.	CBS Films World UP RCA
WTTG 1945	Ch. 5 76-82mc 10.5kw-aur.; 17.5kw-vis.	Allen B. DuMont Labs. Inc. 12th & E Sts. NW STerling 5300	DuMont Net DuMont	Allen B. DuMont, Pres. Walter Compton, Gen. Mgr. Harold Sheffers, Coml. Mgr.	Roger M. Coelos, Prog. Dir. M. M. Burleson, Chief Engr.	Associated TP DuMont

3 great ABC-TV shows for sale

Your TBA chairman, Charles "Bud" Barry (ABC's VP in Charge of Programs), developed the shows on this page. They're all good examples of the kind of entertainment-wise, budget-wise programs that Bud and his Boys are coming up with for ABC's television clients.

Super Circus... a fabulous, thrill-packed full hour under the Big Top. The biggest thing for small fry on television! (First half-hour sponsored by Canada Dry). Every Sunday afternoon at 5:00 pm (EST).

That Wonderful Guy. Here's lively, likable comedy for all the family, featuring a brand-new, sure-fire televison star, Jack Lemmon. He's great! With Cynthia Stone, Neil Hamilton. Wednesdays, 9:00 pm (EST).

Paul Whiteman TV Teen Club offers an unbeatable combination: a full hour of sock entertainment ... a real public service to youth. Saturdays, 8:00 pm (EST) (Second half-hour to be sponsored by Griffin Mfg. Co.).

ABC's GROWING LIST OF TOP TELEVISION ADVERTISERS

CANADA DRY
KELLOGG
THE GOODYEAR TIRE & RUBBER CO.
GENERAL MILLS
ADMIRAL
LIBBY, McNEILL & LIBBY
PACKARD
B. F. GOODRICH
CHESEBROUGH MFG. CO.
BLATZ
CHEVROLET
P. LORILLARD
GRIFFIN MFG. CO.
ESQUIRE BOOT POLISH
AMERICAN BAKERIES CO.

ABC - TELEVISION

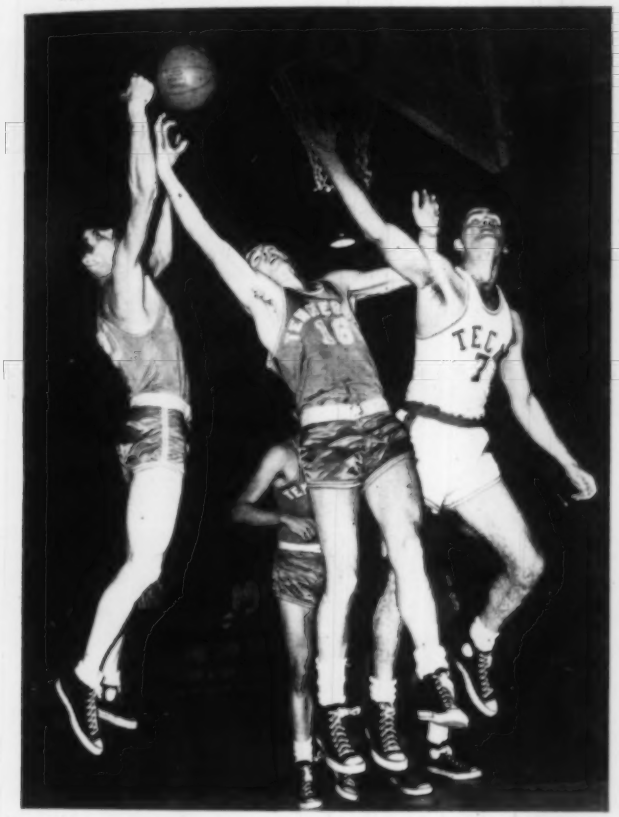
American Broadcasting Company

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
FLORIDA						
JACKSONVILLE						
WJAX-TV (CP)	Ch. 2 54-60mc. 7.5kw-aur.; 15kw-vis.	City of Jacksonville 1 Broadcast Pl. 4-1681				
WMBR-TV 1949	Ch. 4 66-72mc 7.4kw-aur.; 14.8kw-vis.	Florida Bcstg. Co. 605 S. Main St. 9-4477	ABC, CBS DuMont NBC Avery-Knodel	Frank M. King, Pres. Glenn Marshall Jr., Secy.-Treas., Gen. & Coml. Mgr.	Paul Acosta, Prog. Dir. E. B. Vordermark, Chief Engr.	..... INS General Electric
MIAMI						
WTVJ 1949	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Wometco Theatres 17 N. W. 3rd St. 82-6671	ABC, CBS DuMont NBC Free & Peters	Mitchell Wolfson, Pres. Lee Ruwitch, Acting Mgr. Clyde N. Lucas, Prog. Mgr.	Arthur L. Gray, Prom. Mgr. Earl W. Lewis, Chief Engr.	
GEORGIA						
ATLANTA						
WAGA-TV 1949	Ch. 5 76-82mc 9.5kw-aur.; 18kw-vis.	Fort Industry Co. 1032 W. Peachtree St. Emerson 2541	CBS, DuMont Katz	George B. Storer, Pres. George B. Storer Jr., Sta. Mgr. James E. Bailey, Mgng. Dir.	Jack Collins, Sales Mgr. Bill Terry, Prog. Dir. Paul Cram, Chief Engr.	.... RCA
WCON-TV (CP)	Ch. 2 54-60mc 2.5kw-aur.; 4.9kw-vis.	The Constitution Pub. Co. 11 Forsyth St. S.W. Lamar 4545	ABC Headley-Reed	Major Clark Howell, Pres. David Carpenter, Gen. Mgr. Crenshaw Bonner, Sales Mgr.	Harvey Aderhold, Chief Engr.	.... RCA
WSB-TV 1948	Ch. 8 180-186mc 12.5kw-aur.; 23.8kw-vis.	The Atlanta Journal Co. 10 Forsyth St. N.W. Hemlock 1045	NBC Petry	James M. Cox Jr., Chmn. of Bd. J. Leonard Reinsch, Mgng. Dir. John M. Outler Jr., Gen. Mgr. Marcus Bartlett, Prog. Dir.	Frank Gaither, Coml. Mgr. Wayne Anderson, Prom. Mgr. C. F. Daughtery, Chief Engr.	.... RCA
ILLINOIS						
CHICAGO						
WBKB 1941	Ch. 4 66-72mc 7.5kw-aur.; 11kw-vis.	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210	CBS Weed	John H. Mitchell, Gen. Mgr. E. Jonny Graff, Prog. Dir. Wm. Ryan, Prod. Mgr.	Milton D. Friedland, Office Mgr. S. C. Quinlan, Prom. & Pub. Mgr. M. E. Vieracker, Controller William P. Kusack, Chief Engr.	Associated World, SESAC UP RCA
WENR-TV 1948	Ch. 7 174-180mc 14kw-aur.; 25kw-vis.	American Bcstg. Co. 20 N. Wacker Dr. Andover 3-7800	ABC	John H. Norton Jr., V. P. in Chg. Central Div. James L. Stirton, Gen. Mgr. Roy McLaughlin, Coml. Mgr.	Fred Kilian, Prog. Dir. E. C. Horstman, Chief Engr.	..... AP, UP, INS RCA
WGN-TV 1948	Ch. 9 186-192mc 7.2kw-aur.; 11.2kw-vis.	WGN Inc. 435 N. Michigan Dr. SUperior 7-0100	DuMont Keenan & Eckelberg	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. William A. McGuineas, Coml. Mgr.	Jay Faraghan, Prog. Dir. Carl J. Meyers, Chief Engr.	..... UP General Electric
WNBQ 1949	Ch. 5 76-82mc 11.8kw-aur.; 22.8kw-vis.	National Bcstg. Co. Merchandise Mart SUperior 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC), Pres. I. E. Showerman, V. P. & Gen. Mgr.	John McPartlin, Sales Mgr. Edwin S. Mills, Prog. Dir. Howard Luttgens, Sta. Engr.	..... AP, UP, INS RCA
ROCK ISLAND						
WHBF-TV (CP)	Ch. 4 66-72mc 7.6kw-aur.; 13.6kw-vis.	Rock Island Bcstg. Co. 18 St. at Third 6-5441		Ben H. Potter, Pres. Leslie C. Johnson, V. P. & Gen. Mgr. Maurice Corken, Coml. Mgr.	Forest W. Cooke, Prog. Dir. Robert J. Sinnett, Chief Engr.	.... DuMont
INDIANA						
BLOOMINGTON						
WTTV 1949	Ch. 10 192-198mc 3.1kw-aur.; 6.2kw-vis.	Sarkes & Mary Tarzian 535 South Walnut St. 2-3366	ABC, CBS NBC DuMont	Sarkes & Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr. Robert Petranoff, Prog. Dir.	Robert Lemon, Sales Mgr. Morton L. Weigel, Chief Engr.	
INDIANAPOLIS						
WFBM-TV 1949	Ch. 6 82-88mc 18.1kw-aur.; 28.2kw-vis.	WFBM Inc. 48 Monument Circle Lincoln 8506	ABC, CBS DuMont, NBC Katz	H. M. Bitner, Chief Owner Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Coml. Mgr.	Frank O. Sharp, Prog. Dir. Harold Holland, Chief Engr.	..... INS RCA
IOWA						
AMES						
WOI-TV (CP)	Ch. 4 66-72mc 10.4kw-aur.; 13kw-vis.	Iowa State A&M Service Bldg., ISC Campus, 2500		Richard B. Hull, Gen. Mgr. Robert C. Mulhall, Oprs. Mgr. W. D. Donaldson, Prog. Mgr.	Edward P. Wegener, Prod. Mgr. Louie L. Lewis, Chief Engr.	..... AP, UP General Electric
DAVENPORT						
WOC-TV 1949	Ch. 5 76-82mc 22.9kw-aur.; 13.5kw-vis.	Central Bcstg. Co. 805 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, Pres. Ernie Sanders, Res. Mgr. Charles Freburg, Prog. Dir. Paul Ives, Prom. Mgr.	D. D. Palmer, V. P. & Treas. Ralph Evans, Exec. V. P. Wm. D. Wagner, Secy. Paul Arvidson, Chief Engr.	..... UP RCA
KENTUCKY						
LOUISVILLE						
WAVE-TV 1948	Ch. 5 76-82mc 5kw-aur.; 7kw-vis.	WAVE Inc. 334 East Broadway Wabash 2201	ABC, CBS, NBC DuMont Free & Peters	George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. Ralph Jackson, Coml. Mgr. John Boyle, Dir. of TV	Robert Elverman, Prom. Mgr. George Patterson, Prog. Dir. Wilbur Hudson, Chief Engr.	..... AP, INS RCA
WHAS-TV 1950	Ch. 9 186-192mc 7.2kw-aur.; 9.6kw-vis.	WHAS Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, Pres. Victor A. Sholis, Dir. Neil Cline, Sales Dir.	Harold Fair, Prog. Dir. Sandy Sanders, Publ. Dir. Orrin W. Towner, Tech. Dir.	..... AP, UP General Electric

"To fly anywhere in the world, fly Eastern." Dan Sinkler, Eastern Air Lines official, gives the pitch to Lee Jordan and Jim Bridges who handle Eastern Air Line's daily news.



WSB-TV's sports program is one of the nation's stand-outs. Georgia Tech home games (with Kentucky, above) are exclusive with "The Eyes of the South." General Electric and Hotpoint sponsor the series.

Now over a year old, original WSB-TV "Woody Willow" puppet show has biggest juvenile audience of any television show in Dixie. Standard time units, or spots, are available for sponsorship. Ask about it.

local impact

has made the Atlanta area one of America's more desirable television markets

The advertiser, whether national or local, primarily is interested in only one thing. And that is *the local impact his message makes.*

We at WSB-TV, likewise, have one primary objective. Which is *delivery of that local impact.*

The WSB-TV formula for building local impact does not vary. The method: intense programming on the local level . . . integrated with outstanding national productions.

Circulation growth in the Atlanta television area, and viewer loyalty to WSB-TV prove the effectiveness of this formula. Ask your nearest Petry man for the facts.

wsb-tv

ON PEACHTREE STREET

Owned and operated by the Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
LOUISIANA						
NEW ORLEANS						
WDSU-TV 1948	Ch. 6 82-88mc 31kw-aur.; 31kw-vis.	WDSU Bcstg. Service 520 Royal St. Tulane 4371	ABC, CBS DuMont NBC Blair TV	Edgar B. Stern Jr., Partner Robert D. Swezey, Gen. Mgr. A. Louis Read, Coml. Mgr.	Stanley Holiday, Mgr. Prog. Oprs. Ray Rich, Prod. Dir. Ray Liuzza, Publ. & Prom. Dir. Lindsey Riddle, Chief Engr.	..... AP, UP RCA
WRTV (CP)	Ch. 4 66-72mc 7.6kw-aur. 14.5kw-vis.	Maison Blanche Co.				
MARYLAND						
BALTIMORE						
WAAM 1948	Ch. 13 210-216mc 13.8kw-aur.; 26.1kw-vis.	Radio-Television of Baltimore Inc. 3725 Malden Ave. Mohawk 7600	ABC DuMont Harrington, Righter & Parsons	Samuel Carliner, Exec. V. P. Norman C. Kal, Gen. Mgr.	Armand Grant, Coml. Mgr. Herb Cahan, Prog. Dir. Glenn Lahman, Acting Chief Engr.	..... UP, TP .....
WBAL-TV 1948	Ch. 11 198-204mc 18kw-aur.; 32.6kw-vis.	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Leslie H. Peard Jr. Coml. Mgr. DeLancey Provost, Bus. Mgr.	Fred S. Heywood, Prom. Mgr. Willis K. Freiert, Prog. Mgr. John T. Wilner, Engrg. Dir. William C. Bareham, Chief Engr.	.... RCA
WMAR-TV 1947	Ch. 2 54-60mc 10kw-aur.; 17.1kw-vis.	The A. S. Abell Co. Baltimore & Charles Sts. Lexington 7700	CBS Katz	Paul Patterson, Pres. E. K. Jett, V. P. & Radio Dir. Ernest A. Lang, Coml. Mgr.	Robert B. Cochrane, Prog. Dir. Carlton G. Nopper, Chief Engr.	..... AP, TP RCA
MASSACHUSETTS						
BOSTON						
WBZ-TV 1948	Ch. 4 66-72mc 6.7kw-aur.; 15.61kw-vis.	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC NBC Spot	Walter Evans, Pres. Walter E. Benoit, V. P. J. B. Conley, Gen. Mgr. W. C. Swartley, Sta. Mgr. W. H. Hauser, Chief Engr.	C. Herbert Masse, Sales Mgr. W. Gordon Swan, Prog. Mgr. W. A. Davis, Publ. Mgr. John G. Stilli Jr., Prom. Mgr.	..... AP, UP RCA
WNAC-TV 1948	Ch. 7 174-180mc 13.3kw-aur.; 26.6kw-vis.	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	ABC, CBS DuMont Petry	William O'Neil, Pres. Linus Travers, V. P., Gen. & Coml. Mgr. George W. Steffy, V. P. & Prog. Dir.	Tom O'Neil, V. P. Charles Curtin, Prom. Mgr. Harry Whittimore, Chief Engr.	World Capitol UP General Electric
MICHIGAN						
DETROIT						
WJBK-TV 1949	Ch. 2 54-60mc 8.3kw-aur.; 16.5kw-vis.	The Fort Industry Co. 500 Temple Ave. Temple 3-7900	CBS, DuMont Katz	George B. Storer, Pres. Richard E. Jones, Gen. & Coml. Mgr.	Lanny Pike, Prog. Dir. Joyce M. Chapman, Prom. Mgr. Paul O. Frincke, Chief Engr.	
WWJ-TV 1947	Ch. 4 66-72mc 8.5kw-aur.; 18kw-vis.	The Evening News Assn. 622 W. Lafayette Woodward 2-2000	NBC Hollingbery	W. E. Scripps, Pres. Harry Bannister, Gen. Mgr. Willard E. Walbridge, Gen. Sales Mgr. & Asst. Gen. Mgr.	Melvin C. Wissman, Gen. Prog. Mgr. E. J. Love, Gen. Engrg. Mgr.	..... UP DuMont
WXYZ-TV 1948	Ch. 7 174-180mc 13.9kw-aur.; 27.9kw-vis.	WXYZ Inc. ABC Television Center Temple 3-8000	ABC ABC Spot	Robert E. Kintner, Pres. (ABC) James G. Riddell, Gen. Mgr. Harold Christian, Coml. Mgr.	John Pival, Prog. Dir. Dean D. Linger, Prom. Dir. Charles Kocher, Chief Engr.	Monogram Flamingo World AP, UP RCA
GRAND RAPIDS						
WLAV-TV 1949	Ch. 7 174-180mc 10kw-aur.; 20kw-vis.	Leonard A. Versluis 6 Fountain St., N.E. Glendale 6-5461	ABC, CBS, NBC DuMont Pearson	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Hal Kaufman, Prog. Dir. Lee G. Stevens, Chief Engr.	..... UP RCA
KALAMAZOO						
WKZO-TV (CP)	Ch. 3 60-66mc 8kw-aur.; 8kw-vis.	Fetzer Bcstg. Co. 124 West Michigan Ave. 3-1223	CBS Avery-Knodel	John E. Fetzer, Pres. & Gen. Mgr. John W. O'Harrow, Coml. & Prom. Mgr.	Edward E. McKean, Prog. Dir. Carl E. Lee, Chief Engr.	.... Federal
LANSING						
WJIM-TV (CP)	Ch. 6 82-88mc 2.5kw-aur.; 5kw-vis.	WJIM Inc. 1500 Bank of Lansing Bldg. 2-1333	NBC, CBS, ABC	Harold F. Gross, Pres. & Coml. Mgr.	Howard K. Finch, Sta. Mgr. & Prog. Dir.	
MINNESOTA						
MINNEAPOLIS-ST. PAUL						
KSTP-TV 1948	Ch. 5 76-82mc 17.3kw-aur.; 24.7kw-vis.	KSTP Inc. 3415 University Ave. Prior 2717	NBC Petry	Stanley E. Hubbard, Pres. & Gen. Mgr. K. M. Hance, Exec. V. P. & Treas. Miller C. Robertson, V. P. in Chg. of Sales	Del Franklin, Prog. Dir. Joseph C. Cook, Prom. & Publ. Dir. John McMahon, Tech. Supvsr.	..... AP .....
WTCN-TV 1949	Ch. 4 66-72mc 9.2kw-aur.; 17.9kw-vis.	Minnesota Bcstg. Corp. 50 S. 9th St. Lincoln 0552	ABC, CBS DuMont Free & Peters	R. B. Ridder, Pres. F. Van Konynenburg, Gen. Mgr. R. N. Ekstrum, Coml. Mgr. Max Karl, Prod. Mgr.	Judy Bryson, Prog. Dir. C. J. Rian, Prom. Mgr. John M. Sherman, Chief Engr.	Flamingo Ideal Cinetel AP, UP, INS RCA

WBAL-TV
IS BALTIMORE'S MOST POWERFUL TV STATION

Covers an Area of 4550 Sq. Miles with Over 1,600,000 Population

Baltimore is nation's No. 1 TV town!*

TV Editors Acclaim Shows Carried by NBC-TV & WBAL-TV in Baltimore

Motion Picture Daily Poll Lists 8 out of 11 NBC Shows in First Place!
Billboard Votes Top Male and Female Singers carried on WBAL-TV!
Radio Daily Votes Best Program and Star carried on WBAL-TV!

*123,767 sets now in use--more sets per capita than any other city.

Nationally Represented by
EDWARD PETRY Co., Inc.

Television Baltimore NBC Affiliate

WBAL-TV

DIRECTORY OF TV STATIONS OF THE UNITED STATES

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MISSOURI						
KANSAS CITY						
WDAF-TV 1949	Ch. 4 66-72mc 11kw-aur.; 22kw-vis.	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	ABC, NBC, CBS DuMont Harrington, Righter & Parsons	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr. E. Manne Russo, Coml. Mgr. William Bates, Prog. Dir.	V. S. Batton, Prom. & Asst. Gen. Mgr. J. A. Flaherty, Chief Engr.	Flamingo AP RCA
ST. LOUIS						
KSD-TV 1947	Ch. 5 76-82mc 8kw-aur.; 16kw-vis.	The Pulitzer Pub. Co. 1111 Olive St. Main 1111	ABC, NBC, CBS DuMont Free & Peters	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr. Edward Hamlin, Coml. Mgr.	Guy Yeldell, Sales Mgr. Harold O. Grams, Prog. Dir. Edwin Risk, Chief Engr.	.... RCA
NEBRASKA						
OMAHA						
KMTV 1949	Ch. 3 60-66mc 8.4kw-aur.; 16.7kw-vis.	May Bcstg. Co. 2615 Farnam St. Harney 9233	ABC, CBS DuMont Avery-Knodel	Edward W. May, Pres. Owen Saddler, Gen. Mgr. Howard O. Peterson, Coml. Mgr.	Glenn Harris, Prog. Dir. R. J. Schroeder, Chief Engr.	..... Acme, UP RCA
WOW-TV 1949	Ch. 6 82-88mc 8.5kw-aur.; 16.2kw-vis.	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair TV	John J. Gillin Jr., Pres. & Gen. Mgr. Joseph Herold, Mgr. of TV Russ Baker, TV Prod. Mgr.	Lyle DeMoss, Asst. Gen. Mgr. & Prog. Dir. William J. Kotera, Chief Engr.	National AP, UP, INS RCA
NEW JERSEY						
NEWARK						
WATV 1948	Ch. 13 210-216mc 25kw-aur.; 50kw-vis.	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving Robert Rosenhaus, Pres. & Gen. Mgr. Edmund S. Lennon, V.P. Chg. Nat'l. Sales.	George Green, Prog. Dir. A. B. Schillin, V.P. in Chg. of Local Sales Frank V. Bremer, V.P. Chg. Engrg.	.... RCA
NEW MEXICO						
ALBUQUERQUE						
KOB-TV 1948	Ch. 4 66-72mc 2.5kw-aur.; 5kw-vis.	Albuquerque Bcstg. Co. Fifth & Silver 4411	ABC, CBS NBC, DuMont	T. M. Pepperday, Pres. & Gen. Mgr. George S. Johnson, Mgr. of TV	Jeanne Toncre, Prom. Mgr. Dorothy B. Smith, Prog. Dir.	..... AP RCA
NEW YORK						
BINGHAMTON						
WNBF-TV 1949	Ch. 12 204-210mc 12kw-aur.; 12kw-vis.	Clark Associates Inc. P. O. Box 48 2-3461	ABC, CBS DuMont NBC Bolling	John C. Clark Sr., Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Sales Mgr.	Edward M. Scala, Prog. Dir. L. L. Rogers, Treas. & Sta. Dir. Louveer H. Stantz, Chief Engr.	.... RCA
BUFFALO						
WBEN-TV 1948	Ch. 4 66-72mc 10.2kw-aur.; 16.2kw-vis.	WBEN Inc. Hotel Statler Cleveland 6400	ABC, CBS, DuMont, NBC Harrington, Righter & Parsons	Edward H. Butler, Pres. A. H. Kirchhofer, V. P. & Gen. Mgr. C. Robert Thompson, Sta. Mgr. Nicholas J. Malter, TV Sales Mgr.	George R. Torge, Prog. Dir. Edward J. Wegman, Asst. Prog. Dir. Joseph A. Haeffner, Prom. Mgr. Ralph J. Kingsley, Tech. Dir. Glenn Beerbower, Asst. Tech. Dir. in Chg. TV	..... AP RCA
NEW YORK						
WABD 1947	Ch. 5 76-82mc 9.4kw-aur.; 14.5kw-vis.	Allen B. DuMont Labs Inc. 515 Madison Ave. Murray Hill 8-2600	DuMont	Mortimer W. Loewi, Dir. Chris J. Witting, Asst. Network Dir.	Tom Gallery, Sales Mgr.	
WCBS-TV 1941	Ch. 2 54-60mc 6.8kw-aur.; 13.7kw-vis.	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS Radio Sales	J. L. VanVolkenburg, V. P. Dir. of Tel. Oprs. Richard J. Redmond, Dir. of Gen. Tele. Oprs.	David V. Sutton, Gen. Sales Mgr. Charles M. Underhill Dir. of Programs Paul Wittlig, Dir. Tech. Oprs.	..... AP, UP, INS .....
WJZ-TV 1948	Ch. 7 174-180mc 15kw-aur.; 30kw-vis.	American Bcstg. Co. Inc. 7 W. 66th St. Trafalgar 3-7000	ABC ABC Spot	Robert E. Kintner, Pres. (ABC) Murray B. Grabhorn, V. P. & Gen. Mgr. Clarence L. Doty, Sales Mgr.	A. Stronach, Prog. Dir. Alfred E. Cohan, Prom. Mgr. G. O. Milne, Chief Engr.	..... AP, UP, INS RCA
WNBT 1939	Ch. 4 66-72mc 5.75kw-aur.; 7kw-vis.	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell, Pres. Thomas B. McFadden, Gen. Mgr. Donald A. Norman, Asst. Mgr. John C. Warren, Sales Mgr.	John H. Reber, Prog. Dir. T. J. Buzalski, Chief Engr.	..... AP, UP, INS RCA
WOR-TV 1949	Ch. 9 186-192mc 11kw-aur.; 9kw-vis.	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS Kettell-Carter	Theodore C. Streibert, Pres. Julius F. Seebach Jr., V. P. & Prog. Dir. R. C. Maddux, V. P. in Chg. of Sales	Robert Mayo, Dir. of Sales J. R. Poppele, V. P. & Chief Engr.	..... UP General Electric
WPIX 1948	Ch. 11 198-204mc 9.25kw-aur.; 18.5kw-vis.	News Syndicate Inc. 220 E. 42nd St. Murray Hill 2-1234	Free & Peters	F. M. Flynn, Pres. G. Bennett Larson, V. P. & Gen. Mgr. Scott Donahue, Acting Sales Mgr.	Warren Wade, Prog. Mgr. Thomas Howard, Chief Engr.	.... RCA
ROCHESTER						
WHAM-TV 1949	Ch. 6 72-88mc 8.7kw-aur.; 16.7kw-vis.	Stromberg-Carlson Co. Rochester Radio City Culver 7240	ABC, CBS DuMont NBC Hollingbery	William Fay, V. P. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr. Charles W. Siverson, Prog. Dir.	John L. Crosby Jr., Prod. Dir. Armin N. Bender, Prom. Mgr. Kenneth J. Gardner, Chief Engr.	..... UP RCA
SCHENECTADY						
WRGB 1939	Ch. 4 66-72mc 8.16kw-aur.; 16.32kw-vis.	General Electric Co. 60 Wash. Ave. 4-2211, Ext. 4926	NBC NBC Spot	R. S. Peare, V. P. & Mgr. B. J. Rowan, Asst. Mgr. R. B. Hanna Jr., Sta. Mgr. R. Welpott Jr., Asst. Sta. Mgr.	E. P. Weil, Supvsr. Sta. Sales A. G. Zink, Supvsr. Sta. Prog. W. J. Purcell, Chief Engr.	..... AP, UP General Electric

★

THE KANSAS CITY STAR COMPANY

ANNOUNCES

THE APPOINTMENT OF

HARRINGTON, RIGHTER & PARSONS

INCORPORATED

AS THE EXCLUSIVE

NATIONAL TELEVISION REPRESENTATIVE

FOR TELEVISION STATION

WDAF-TV

★

This appointment becomes effective February 20, 1950.

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Mak
NEW YORK—(Continued)						
SYRACUSE						
WHEN 1948	Ch. 8 180-186mc 7.5kw-aur.: 15kw-vis.	Meredith Syracuse TV Corp. 101 Court St. 3-1126	ABC, CBS DuMont Katz	Paul Adanti, Gen. Mgr. William H. Bell, Coml. Mgr.	Edward P. Roden, Prog. Dir. H. Eugene Crow, Chief Engr.	..... UP General Electr
WSYR-TV	Ch. 5 76-82mc 12.5kw-aur.: 23kw-vis.	Central N. Y. Bcstg. 224 Harrison St. 3-7111	NBC Headley-Reed	H. C. Wilder, Pres. E. R. Vadeboncoeur, V. P. & Gen. Mgr.	Bill Rothrum, Prog. Dir. A. G. Belle Isle, V. P. & Chief Engr.	..... UP General Electr
UTICA						
WKTV 1949	Ch. 13 210-216mc 11.3kw-aur.: 13kw-vis.	Copper City Bcstg. Corp. Smith Hill Rd. 2-1913	NBC Cooke	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr.	Deforest T. Layton Jr., Chief Engr.	..... General Electr
NORTH CAROLINA						
CHARLOTTE						
WBTV 1949	Ch. 3 60-66mc 8.2kw-aur.: 16.3kw-vis.	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	ABC, CBS DuMont NBC Forjoe	J. M. Bryan, Pres. Charles H. Crutchfield, V. P. & Gen. Mgr. Keith S. Byerly, Gen. Sales Mgr.	Larry Walker, Asst. Gen. Mgr. in Chg. TV & Prog. Dir. J. Robert Covington, Prom. Mgr. M. J. Minor, Chief Engr.	United, World UP, INS RCA
GREENSBORO						
WFMY-TV 1949	Ch. 2 54-60mc 0.84kw-aur.: 1.67kw-vis.	Greensboro News Co. 212 N. Davie St. 3-8611	ABC, CBS DuMont, NBC Harrington, Righter & Parsons	Gaines Kelley, Gen. Mgr. T. W. Austin, Prog. Dir. Robert M. Lambe, Coml. Mgr.	Norman Gittleson, Prom. Mgr. James F. Winecoff, Chief Engr.	Cinetel Film Equities United, World UP DuMont
OHIO						
CINCINNATI						
WCPO-TV 1949	Ch. 7 174-180mc 12kw-aur.: 21kw-vis.	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	ABC, DuMont Branham	Jack R. Howard, Pres. M. C. Watters, V. P. & Gen. Mgr. John Patrick Smith, TV Sales Mgr.	Harry Le Brun, TV Sta. Dir. Grant Makinson, Chief Engr.	..... UP General Electric
WKRC-TV 1949	Ch. 11 198-204mc 12.3kw-aur.: 24.5kw-vis.	Radio Cincinnati Inc. 800 Broadway Garfield 1331	CBS Katz	Hulbert Taft Jr., Exec. V. P. U. A. Latham, Coml. Mgr. Syd Cornell, Coml. Prod. Mgr.	Richard Von Albrecht, Prog. Dir. George A. Wilson, Chief Engr.	..... AP, UP General Electric
WLW-T 1948	Ch. 4 66-72mc 19.5kw-aur.: 23.5kw-vis.	Crosley Bcstg. Corp. 2222 Chickasaw St. Dunbar 1380	NBC	James D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. John T. Murphy, Dir. of TV Oprs.	William J. McCluskey, Sales Mgr. Lin Mason, Prog. Dir. Calvin Bopp, Chief Engr.	..... UP, INS RCA
CLEVELAND						
WEWS 1947	Ch. 5 76-82mc 8.1kw-aur.: 16.3kw-vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454	ABC CBS Branham	Jack R. Howard, Pres. James C. Hanrahan, Gen. Mgr.	J. Harrison Hartley, Sta. Dir. Donald E. Pierce, Prog. Dir. Joseph B. Epperson, Chief Engr.	..... UP
WNBK 1948	Ch. 4 66-72mc 20.26kw-aur.: 39.22kw-vis.	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC NBC Spot	Joseph H. McConnell, Pres. (NBC) John McCormick, Gen. Mgr. Harold Gallagher, Coml. Mgr.	Philip L. Worcester, Prog. Mgr. S. E. Leonard, Chief Engr.	Thesaurus AP, UP RCA
WXEL 1949	Ch. 9 186-192mc 13kw-aur.: 21kw-vis.	Empire Coil Co. Inc. 4501 Pleasant Valley Rd. at State Rd. Victory 3-8400	Katz	Herbert Mayer, Pres. & Gen. Mgr. Franklin Snyder, V. P. & Sta. Mgr.	Russell Speirs Prog. Dir. Thomas B. Friedman, Chief Engr.	.... General Electric
COLUMBUS						
WBNS-TV 1949	Ch. 10 192-198mc 14.0kw-aur.: 28.4kw-vis.	Dispatch Printing Co. 33 N. High St. Adams 9265	CBS Blair TV	Richard A. Borel, Dir. of TV Robert D. Thomas, Sales Dir.	Jerome R. Reeves, Prom. Dir. Edward H. Bronson, Sta. Dir. Lester H. Nafzger, Tech. Dir.	World, Flamingo Nationwide AP RCA
WLW-C 1949	Ch. 3 60-66mc 12.8kw-aur.: 15.2kw-vis.	Crosley Bcstg. Corp. 3165 Olentangy River Rd. Jefferson 5441	NBC	J. D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. Tom Gleba, Prog. Dir.	James Leonard, Sta. Mgr. George Henderson, Sales Mgr. Charles Sloan, Chief Engr.	..... UP, INS RCA
WTVN 1949	Ch. 6 82-88mc 14.2kw-aur.: 16.8kw-vis.	Picture Waves Inc. 3720 LeVeque Lincoln Tower Fletcher 1520	ABC DuMont Headley-Reed	Edward Lamb, Pres. & Chief Owner John Rossiter, Gen. Mgr.	Herb Stewart, Asst. Coml. Mgr. Colin Male, Prog. Dir. James Burke, Chief Engr.	..... AP RCA
DAYTON						
WHIO-TV 1949	Ch. 13 210-216mc 13kw-aur.: 24kw-vis.	Miami Valley Bcstg. Corp. 45 South Ludlow St. Adams 2261	ABC, CBS DuMont Katz	James M. Cox Jr., Pres. Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Mrs. Helen Drennen, Sales Prom. Dir. Ernest L. Adams, Chief Engr.	Associated Standard AP, UP RCA
WLW-D 1949	Ch. 5 76-82mc 8kw-aur.: 16kw-vis.	Crosley Bcstg. Corp. 4595 S. Dixie Highway Walnut 2101	NBC	James D. Shouse, Chmn. of Bd. R. E. Dunville, Pres. & Gen. Mgr. Peter Lasker, Sta. Mgr.	A. Donovan Faust, Prog. Dir. Howard Lepple, Chief Engr.	..... UP, INS Crosley
TOLEDO						
WSPD-TV 1948	Ch. 13 210-216mc 14.4kw-aur.: 27.4kw-vis.	The Fort Industry Co. 136 Huron St. Adams 3175	CBS, DuMont NBC Katz	George B. Storer, Pres. J. Harold Ryan, V. P. & Treas. E. Y. Flanigan, Gen. Mgr. Glenn Jackson, Prog. Dir.	Richard Gourley, Prom. Mgr. William Stringfellow, Chief Engr.	..... INS RCA
OKLAHOMA						
OKLAHOMA CITY						
WKY-TV 1949	Ch. 4 66-72mc 6.2kw-aur.: 12.1kw-vis.	WKY Radiophone Co. Skirvin Tower 3-4306	ABC, CBS DuMont, NBC Katz	E. K. Gaylord, Pres. P. A. Sugg, Sta. Mgr. Hoyt Andres, Adm. Asst. R. E. Chapman, Coml. Mgr.	Paul Brawner, Prog. Dir. Gene Dodson, Prom. Mgr. H. J. Lovell, Chief Engr.	..... UP RCA
TULSA						
KOTV 1949	Ch. 6 82-88mc 8.5kw-aur.: 16.55kw-vis.	George E. Cameron Jr. 3025 Frankfort 2-9971	ABC, CBS, NBC, DuMont Young	George E. Cameron Jr., Chief Owner Maria Helen Alvarez, Pres. & Gen. Mgr. John Hill, V. P. & Coml. Mgr.	Ronald C. Oxford, Prog. Dir. George Jacobs, Chief Engr.	..... UP, INS RCA

WSYR-TV

Syracuse, New York

announces the appointment of

HEADLEY-REED TV

as its

National Representative

effective immediately

WSYR-TV begins telecasting February 15 on Channel 5
affiliated with National Broadcasting Company

HEADLEY-REED TV

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood

DIRECTORY OF TV STATIONS OF THE UNITED STATES

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PENNSYLVANIA						
ERIE						
WICU 1949	Ch. 12 204-210mc 1.5kw-aur.; 2kw-vis.	Dispatch Inc. 35th & State St. 2-4084	ABC, CBS DuMont, NBC Headley-Reed	Edward Lamb, Pres. Paul Albracht, Treas. Roger S. Underhill, Gen. & Coml. Mgr.	Gomer Lesch, Prod. Mgr. Charles Fuller, Adv. Mgr. Don Lick, Prog. Dir. Michael Csop, Chief Engr.	..... UP DuMont
JOHNSTOWN						
WJAC-TV 1949	Ch. 13 210-216mc 3.7kw-aur.; 6.5kw-vis.	WJAC Inc. 329 Main St. 4-1267	ABC CBS DuMont NBC Headley-Reed	W. W. Krebs, Pres. A. D. Schrott, Gen. Mgr.	Frank Cummins, Prog. Dir. N. L. Straub, Chief Engr.	..... UP RCA
LANCASTER						
WGAL-TV 1949	Ch. 4 66-72mc .5kw-aur.; 1kw-vis.	WGAL Inc. 8 West Wing St. 5251	ABC, CBS, NBC Meeker	Clair R. McCollough, Pres. Harold E. Miller, Gen. Mgr. J. Robert Gulick, Gen. Sales Mgr.	Paul Rodenhausen, Prog. Dir. J. E. Mathiot, Tech. Dir.	..... UP .....
PHILADELPHIA						
WCAU-TV 1948	Ch. 10 192-198mc 14.076kw-aur.; 25kw-vis.	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS CBS Radio Sales	Donald W. Thornburgh, Pres. & Gen. Mgr. Joseph L. Tinney, V. P. & Asst. Gen. Mgr. Charles Vanda, TV Dir.	Robert N. Pryor, Pub. Dir. Alex. Rosenman, V. P. Chg. Sales John McClay, Prog. Dir. David Kaigler, Prod. Dir. John G. Leitch, V. P. & Dir. of Engrg.	Lang-Worth AP, UP RCA
WFIL-TV 1947	Ch. 6 82-88mc 13.5kw-aur.; 27kw-vis.	Triangle Pub. Inc. Widener Bldg. Rittenhouse 6-6900	ABC, DuMont Katz	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Kenneth W. Stowman, TV Sales Mgr.	Henry Rhea, Asst. Chief Engr. Chg. of TV Donald S. Kellett, Adm. Asst. to Gen. Mgr. Louis E. Littlejohn, Chief Engr.	..... AP RCA
WPTZ 1941	Ch. 3 60-66mc 8.1kw-aur.; 16.2kw-vis.	Philco Television Bcstg. Corp. 1800 Architects Bldg. Locust 4-2244	NBC NBC Spot	Ernest B. Loveman, V. P. & Gen. Mgr. Rolland V. Tooke, Asst. Gen. Mgr.	Alexander W. Dannenbaum Jr., Coml. Mgr. Raymond J. Bowley, Chief Engr.	..... INS RCA
PITTSBURGH						
WDTV 1949	Ch. 3 60-66mc 8.3kw-aur.; 16.6kw-vis.	Allen B. DuMont Labs. Inc. Clark Bldg. Express 1-1071	ABC, CBS DuMont NBC	Allen B. DuMont, Pres. Donald A. Stewart, Gen. & Coml. Mgr. Larry Isreal, Dir. of Sales	Leslie Arries Jr., Prog. Dir. Harry Munson, Asst. Prog. Dir. Raymond Rodgers, Chief Engr.	.... DuMont
RHODE ISLAND						
PROVIDENCE						
WJAR-TV 1949	Ch. 11 198-204mc 15kw-aur.; 30kw-vis.	The Outlet Co. 176 Weybosset St. Gaspee 1-1071	Weed	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	James M. Orchard Prog. Dir. Thomas C. J. Prior, Chief Engr.	..... UP RCA

DuMont owned and operated

ABC-CBS-NBC-Affiliated

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ABC and DuMont Features • Represented by THE KATZ AGENCY

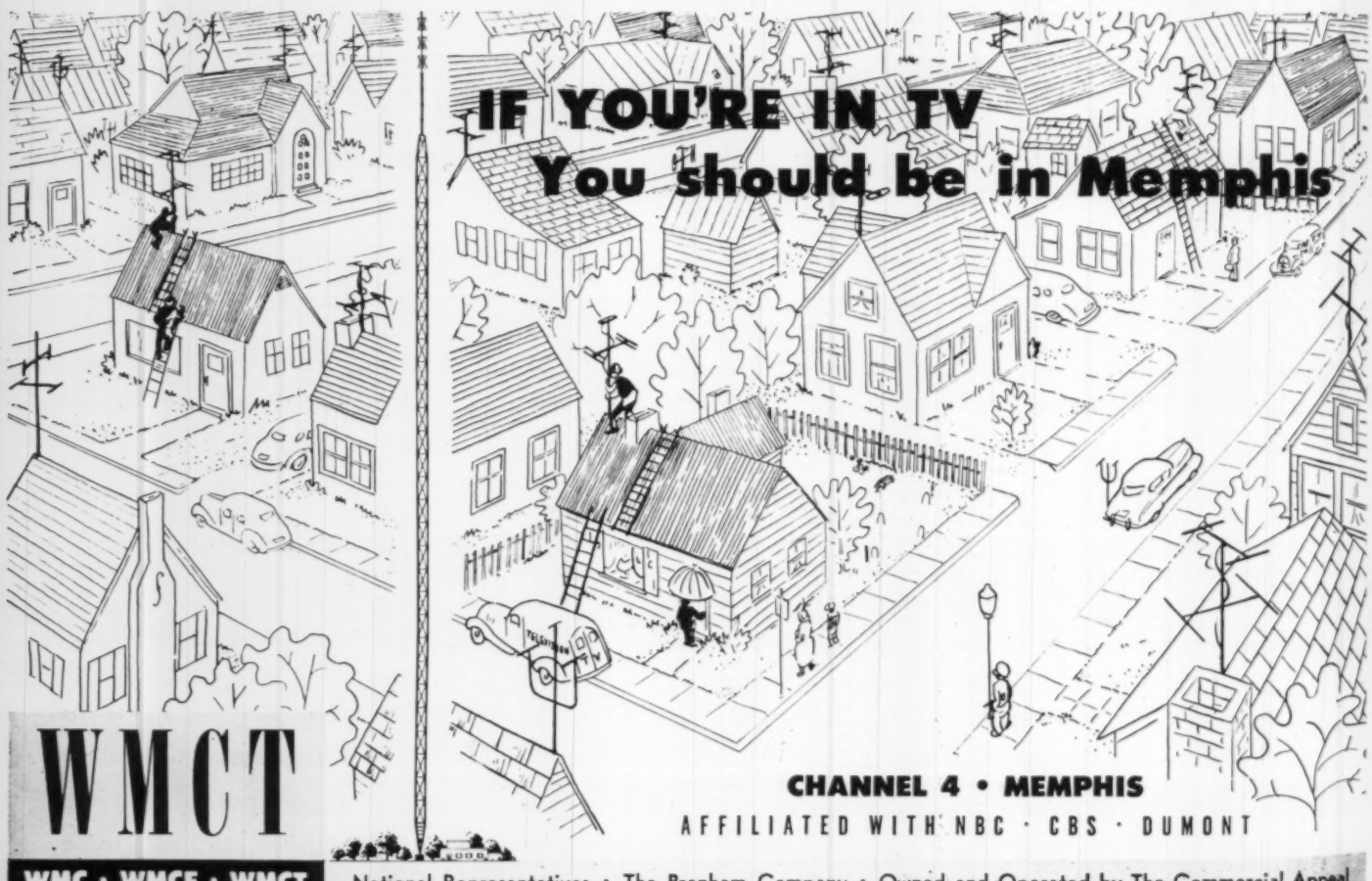
The Philadelphia Inquirer Station

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Main
TENNESSEE						
MEMPHIS						
WMCT 1948	Ch. 4 66-72mc 7.12kw-aur.; 13.6kw-vis.	Memphis Pub. Co. P. O. Box 311 8-7464	ABC, CBS DuMont NBC Branham	Enoch Brown, Pres. H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr.	Wilson Mount, Prog. Dir. W. E. Frase, Prom. Mgr. E. C. Frase Jr., Chief Engr.	..... UP, INS RCA
NASHVILLE						
WSM-TV (CP)	Ch. 4 66-72mc 7.2kw-aur.; 14.4kw-vis.	WSM Inc. 301 7th Ave. North 6-7181				
TEXAS						
DALLAS						
KBTV 1949	Ch. 8 180-186mc 13.5kw-aur.; 27kw-vis.	Potter Television Co. M & W Tower Bldg. Riverside 3316	DuMont Paramount Young	Tom Potter, Owner Jack I. Potter, Pres. J. Curtis Sanford, V. P. & Gen. Mgr.	Del Ramey, Coml. Mgr. Larry DuPont, Prog. Mgr. Morris Barton, Chief Engr.	Telenews World United Film Equity UP DuMont
KRLD-TV 1949	Ch. 4 66-72mc 8kw-aur.; 15.8kw-vis.	KRLD Radio Corp. Herald Sq. Central 6811	CBS Branham	J. W. Runyon, Pres. C. W. Rembert, Gen. Mgr. W. A. Roberts, Coml. Mgr.	Roy George, Prog Dir. J. W. Crocker, Asst. Mgr. R. M. Flynn, Chief Engr.	..... UP General Electric
FORT WORTH						
WBAP-TV 1948	Ch. 5 76-82mc 8.2kw-aur.; 16.4kw-vis.	Carter Publications 3900 Barnett St. Lockwood 1981 (Fort Worth) Tremont 7-9757 (Dallas)	ABC, NBC Lone Star Free & Peters	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr.	Bob Gould, Prog. Dir. Tommy Thompson, Prod. Mgr. Jack Rogers, Publ. & Prom. Mgr. R. C. Stinson, Dir. of Engrg.	..... AP RCA
HOUSTON						
KLEE-TV 1949	Ch. 2 54-60mc 8.5kw-aur.; 16kw-vis.	W. Albert Lee Milby Hotel Preston 1161				
SAN ANTONIO						
KEYL 1950	Ch. 5 76-82mc 9kw-aur.; 17.9kw-vis.	San Antonio TV Co. Atop Transit Tower Bldg. Garfield 8153	DuMont Paramount Young	H. H. Coffield W. L. Pickens R. L. Wheelock } Owners	W. B. Miller, Gen. Mgr. Sherrill Edwards, Coml. Mgr. Mort Denk, Prog. Mgr.	.... DuMont
WOAI-TV 1949	Ch. 4 66-72mc 10.8kw-aur.; 21.6kw-vis.	Southland Industries Inc. P. O. Box 2641 Garfield 4221	ABC, CBS NBC Petry	G. A. C. Halff, Chmn. of Bd. Hugh A. L. Halff, Gen. Mgr. Jack Keasler, Coml. Mgr.	J. R. Duncan, Dir. TV Prog. Dallas Wyant, Prom. Mgr. Charles L. Jeffers, Chief Engr.	..... AP, UP, INS RCA

(Continued on Telecasting 31)


IF YOU'RE IN TV
You should be in Memphis
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AFFILIATED WITH NBC • CBS • DUMONT
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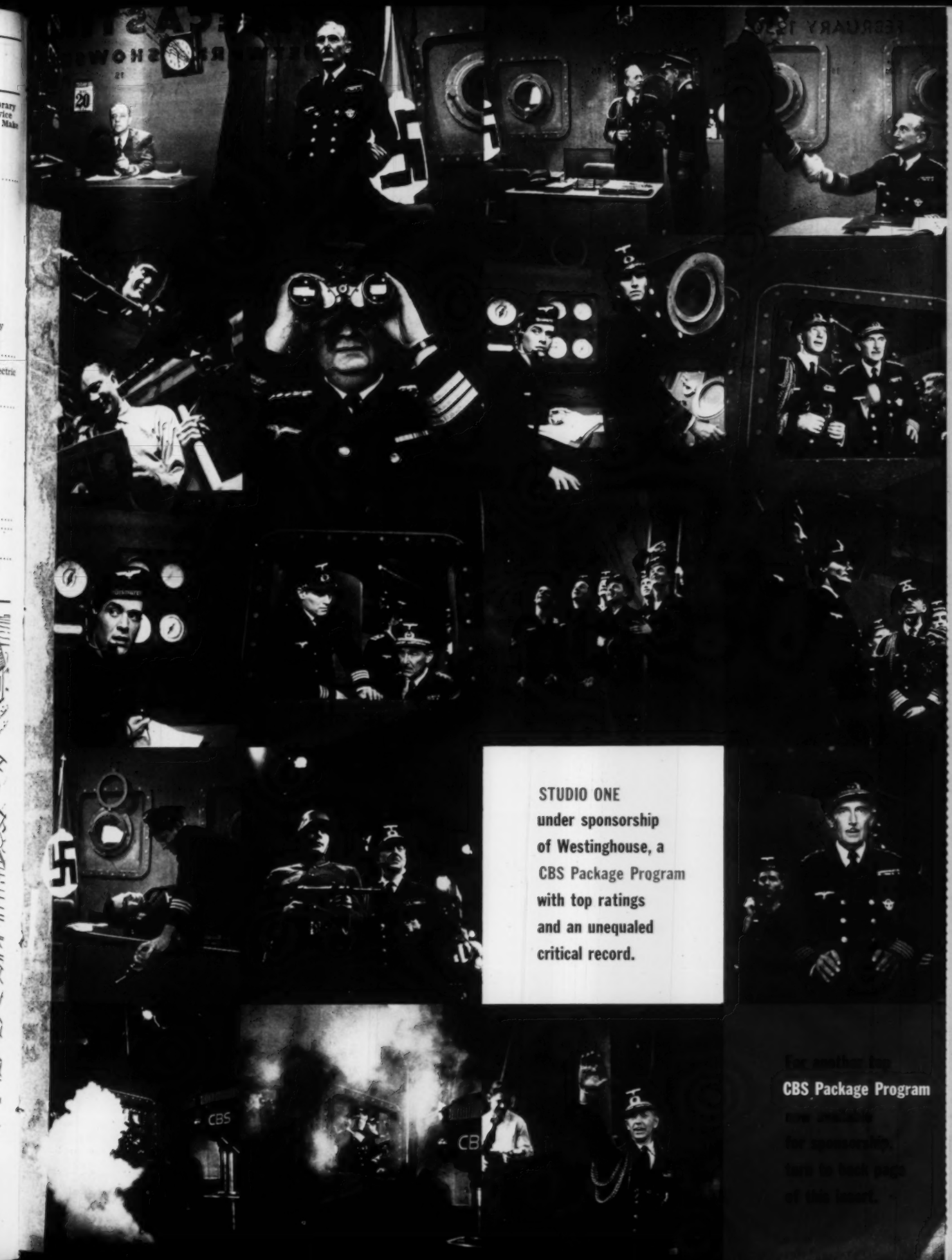
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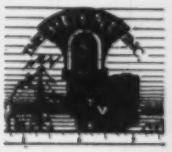
and an unequaled
critical record.
CBS Package Program

Canada Dry Co. Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Hollywood House* F (E-M)	Goodyear Paul Whiteman Goodyear Review L (E-M)	*Carolyn Gilbert Show* L (E-M)	*Dr. Fiz-Um* L (E-M)	*Think Fast* L (E-M)	*Life Begins* L (E-M)
Overseas Press Club	*Chuck Wagon*		*Mr. I. Magination*	*The Girls*	Crosley This Is Show Business		Lincoln-Mercury Toast of the Town	
				Co-op Front Row Center L E-M) (NI)			Co-op Chicagoland Mystery Players L (E-M)	
Armed Forces Hour L				*Leave It To The Girls* L	General Foods Aldrich Family L		Chesterfield Perry Como L	College Theatre L
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	*Snarky*	International Silver Silver Theatre	Lipton Tea Talent Scouts
	Co-op Small Fry Club L/F (E-M)		*Magic Collage* L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)	Co-op Manhattan Spotlight L (E)	*Vincent Lopez* L (E-M) (NI)	*Newsweek Views the News* L (E-M)	The Ar...	Co-op ...dorian Show (E-M)
Judy Splinters L	*Howdy Doody* L (E-M)	Mars Inc. Howdy Doody L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Roberts Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L	Firestone ... Voice of Firestone	Rubber Co. L
Ted Steele Show	*Chuck Wagon*		*Lucky Pup* L (E-M)	*Bob Howard*	*Strictly for Laughs*		CBS-TV News	*Snarky*	*Film Theatre of the ...*	
	Co-op Small Fry Club L/F (E-M)		*Magic Collage* L (E-M)		Co-op Captain Video L/F (E-M)		*Vincent Lopez* L (E-M) (NI)	*Court of Current Issue* (L) (E-M)		
Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)	*Melody, Harmony & Rhythm* L	Reynolds News F (E-M)	Texas Co. Milton Berle Show L		
								A Couple of Jues L (E-M)		
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers Tobacco Co. Godfrey and His Friends L (E-M) & (NI)		
	Co-op Small Fry Club L/F (E-M)		*Magic Collage* L (E-M)		Co-op Captain Video L/F (E-M)		Phillips Packing Co. Easy Aces F (E-M) (NI)			
Judy Splinters L	*Howdy Doody* L (E-M)	Intnl. Shoe Howdy Doody L (E-M)			Ford Motor Co. Kukla, Fran & Ollie L (E-M)	Mohawk Roberts Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L	Lever Bros. The Clock L	
						General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorillard L (E-M)		
Ted Steele Show	*Chuck Wagon*		Ipana Lucky Pup	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	CBS-TV News	*Snarky*	TBA	Chevrolet Inside USA	
	Co-op Small Fry Club L/F (E-M)		*Magic Collage* L (E-M)		Co-op Captain Video L/F (E-M)		*Vincent Lopez* L (E-M)	*The Show Goes On*		
Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)	*Melody, Harmony & Rhythm*	Reynolds News F (E-M)	*The Black Robe* L	One ...'s Family L	
								On Trial L (E-M)	The ... (E-M)	
Ted Steele Show	*Chuck Wagon*		Sundial Shoes Lucky Pup	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	*Snarky*	General Foods Mama	R... Reynolds Man ... Crime	
	Co-op Small Fry Club L/F (E-M)		*Magic Collage* L (E-M)		Co-op Captain Video L/F (E-M)	*Manhattan Spotlight* L (E) (M) (NI)	*Vincent Lopez* L (E-M)	*Hands of Murder* L (E-M) (NI)	Broadway ... Edition	... to Hollywood Headline ... L (E)
Judy Splinters L	*Howdy Doody* L (E-M)	*Howdy Doody* L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Roberts Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L	... Gulf ... the People L	
						Hollywood Screen Test L (E-M)		*Paul Whiteman TV-Teen Club* L (E-M)		
Ted Steele Show	*Chuck Wagon*		Red Barber's Clubhouse	*Lucky Pup*	*Film Shorts*	*Quincy Howe in the First Person*	*Blues by Bargy*	Anheuser-Busch Ken Murray Show 54th Street Revue		
								Co-op Rocky King Inside Detective L (E-M)	Co-op Spin the Picture L (E-M)	
			Children's Sketch Book L		*American Forum of the Air* L	*The Nature of Things* L	*Leon Pearson News* L	*Saturday Square* L (E-M)		

XUM

	Your Witness L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
	General Electric Fred Waring Show		Local	*One Week In Review*	
	They Stand Accused L (E-M)		*Bowling Headliners* L (E-M)		
	Philco Television Playhouse L (E-M)		*Garroway at Large* L (E-M)		
	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		11-11:15 Local
	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)				
	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)	
			Tomorrow's Champions (to midnite)		
	Stage Door L (E)	Auto-Lite Suspense	Co-op Wrestling		11-11:10 *Blues by Bargy*
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
	Procter & Gamble Fireside Theater F	Pabst The Life of Riley F	P. Lorillard Original Amateur Hour L		*You Are An Artist* L
	That Wonderful Guy L (E-M)	Co-op, Wrestling L (E-M)			
	Abe Burrows Almanac	Boxing	P. Ballantine & Son International Boxing Club Bouts		*Local*
	The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)			
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L		
	Wendy Barrie Show L (E-M)	*Author Meets Critics* L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby		
	Escape	H. H. Ayer Ilka Chase	*The Show Goes On*		*Army Training Program* 10:45-11:45
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)			
	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L		
	Libby, McNeill & Libby Auction-Aire L (E-M)	*Majority Rules* L (E-M)	*Roller Derby*		
	Ford TV Theatre Actors Studio		Household Finance People's Platform	*Capitol Cloak Room*	*Local*
	Mail Pouch Tobacco Co. Sports for All L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)		
	Bonny Maid Versatile Varieties Bonafide Mills L	American Cig. & Cig. Big Story (alternates with Life Begins at 80) L	Gillette Fights L		Chesebrough Greatest Fights (F)
			Roller Derby L (E-M) (To conclusion)		
	R. J. Reynolds Ed Wynn	Local	*Film Theatre Of The Air*		
	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
	Mary Kay & Johnny L	*Around the Town* L	*Meet the Press* L		



THE BOSTON TELEPULSE

will be published on February 25, 1950, and monthly thereafter. Each report will cover a full week's televiewing from 12 Noon to 12 Midnight. Each daily ¼ hour rating will be based on 150 television homes (Monday-Friday ratings on 750 Homes).

◆

OTHER available TelePulse material includes monthly reports in:

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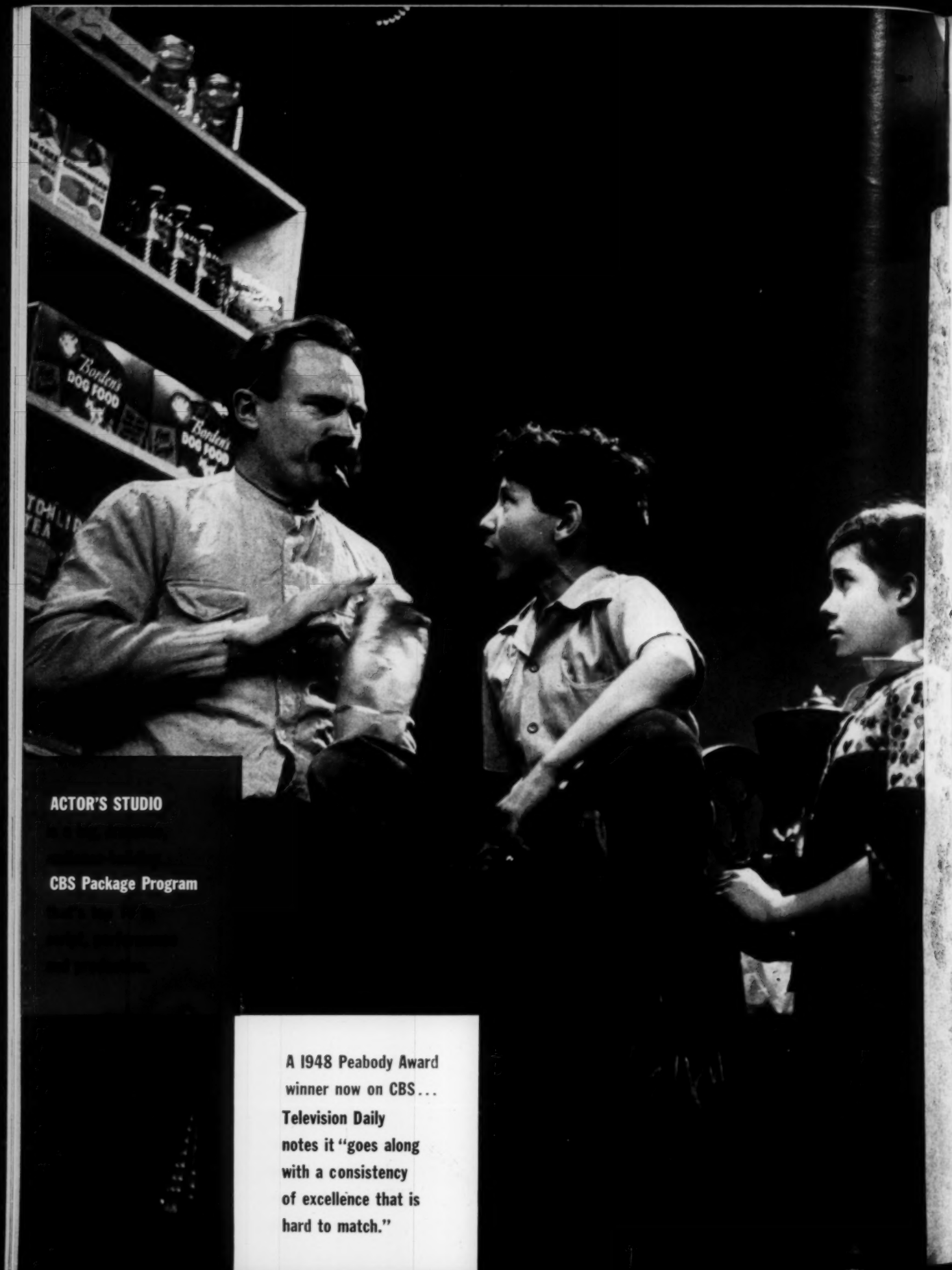

ACTOR'S STUDIO

CBS Package Program

A 1948 Peabody Award winner now on CBS... Television Daily notes it "goes along with a consistency of excellence that is hard to match."

DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

(Continued from Telecasting 26)

City Call Letters Established	Channel Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Personnel		Transc. Library News Service Transmitter Make
UTAH						
SALT LAKE CITY						
KDYL-TV 1948	Ch. 4 66-72mc 2.0kw-aur.; 3.7kw-vis.	Intermountain Bcstg. & TV Corp. 143 S. Main 5-2991	NBC Blair TV	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr. Dan Rainger, Prog. Dir.	Del Leeson, Prom. Mgr. John M. Baldwin, Dir of TV Allen Gunderson, Chief Engr.	
KSL-TV 1949	Ch. 5 76-82mc 9.6kw-aur.; 18.4kw-vis.	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	ABC, CBS DuMont Radio Sales	J. Reuben Clark Jr., Pres. Ivor Sharp, Exec. V. P. C. Richard Evans, Gen. Mgr. Frank McLatchy, Sales Mgr.	D. Lennox Murdoch, Dir. TV Oprs. Vincent E. Clayton, Chief Engr.	..... UP General Electric
VIRGINIA						
NORFOLK						
WTAR-TV (CP)	Ch. 4 66-72mc 12.25kw-aur.; 24.5kw-vis.	WTAR Radio Corp. Nat'l. Bank of Commerce Bldg. 56711		Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr.	Pierre Hathaway, Prog. Dir. John Peffer, Chief Engr.	.... RCA
RICHMOND						
WTVR 1948	Ch. 6 82-88mc 6.3kw-aur.; 12.16kw-vis.	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair TV	Wilbur M. Havens, Pres. & Gen. Mgr. Walter A. Bowry Jr., Coml. & Prom. Mgr.	Conrad Rianhard, Prog. Dir. James H. Kyle, Chief Engr.	..... TP .....
WASHINGTON						
SEATTLE						
KING-TV 1948	Ch. 5 76-82mc 9.79kw-aur.; 18.95kw-vis.	KING Bcstg. Co. Smith Tower Mutual 1090	ABC, CBS DuMont NBC Blair TV	(Mrs.) A. Scott Bullitt, Chief Owner Henry B. Owen, Pres. Hugh Feltis, Gen. Mgr.	Bob Priebe, Oprs. Mgr. Al Hunter, Coml. Mgr. Lee Schulman, Prog. Dir. George Freeman, Chief Engr.	..... UP RCA
WEST VIRGINIA						
HUNTINGTON						
WSAZ-TV 1949	Ch. 5 76-82mc 8.6kw-aur.; 12kw-vis.	WSAZ Inc. W. Va. Bldg. 39441	ABC, CBS, DuMont, NBC Katz	J. H. Long, Pres. Marshall Rosene, Gen. Mgr. L. H. Rogers, Sta. & Coml. Mgr.	James H. Ferguson, Prog. Dir. Leroy Kilpatrick, Chief Engr.	..... AP RCA
WISCONSIN						
MILWAUKEE						
WTMJ-TV 1947	Ch. 3 60-66mc 10.2kw-aur.; 16.1kw-vis.	The Journal Co. 720 E. Capital Dr. Marquette 8-6000	ABC, CBS, NBC DuMont Harrington, Righter & Parsons	Walter J. Damm, V. P. & Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Sta. Mgr.	Bruce Wallace, Asst. Mgr. James Robertson, Prog. Mgr. Philip B. Laesar, Chief Engr.	..... AP RCA

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Telestatus

O.S.U. Reports on Viewing Intensity

(Report 97)

VIEWING of television tends to be a "complete attention" activity, according to results just released of a study of household activities of men and women during evening hours conducted at the Dept. of Speech, Ohio State U.

The study was made under the supervision of Buren C. Robbins, graduate student in radio programming. It was based on 6,842 attempted telephone calls to Columbus homes between 5:30 and 10 p.m. last Oct. 31-Nov. 4.

Prof. Harrison B. Summers, of the Dept. of Speech, commented that the study appears to indicate that if television is to be used as widely as radio during evening hours, some major adjustments in listeners' work schedules may be necessary.

In surveying Columbus evening activities, the group of radio programming students completed 70% of calls, obtaining data from 1,670 men and 2,971 women. These basic findings were cited:

1—Television viewing tends to be a "complete attention" activity; 85% of the men and 75% of the women television viewers were "doing nothing else" but watching television at the time of the telephone call.

2—Radio, on the other hand, is largely a divided-attention activity; of men and women who were listening to radio programs, only about 30% were "just listening to the radio" at the time the telephone rang, while the remaining 70% were eating meals, reading, dressing, or doing housework of various kinds.

3—Assuming that television continues to be a "complete attention" activity, the amount of time which may be devoted to television viewing per evening will be considerably less than that now given to radio listening, since the "complete leisure" time of men and women interviewed amounts to only one-fifth of the total time between 5:30 and 10 p.m., and other leisure activities, such as talking or visiting with others, playing cards or reading, account for only another 35% of evening time. Approximately 45% of all evening time is spent in various non-leisure activities most of which could not be carried on by television viewers.

A survey of daytime household activities, conducted last spring under Prof. Summers' direction, showed radio sets were in use in 31.6% of Columbus homes [BROADCASTING, June 6, 1949].

In the evening study, it is pointed out, data was obtained by telephone and represents only telephone families. Furthermore, information was obtained only on weekday evenings and omits talking on the telephone as an activity.

The use of television and radio by men and women in various non-listening activity groups is shown in the following table (figures in first column show minutes per evening devoted to non-listening activity indicated; those in other columns give percentages of men or women in activity group who were using television or radio):

	Min. Per Eve.	Saw TV	Heard Radio
Men—who were			
"Just resting"	57	24.6%	64.4%
Reading books, newspapers	66	0.5	40.8
In other leisure activities	36	2.4	29.9
Eating meals, etc.	29	1.8	32.7
Working in kitchen	22	1.2	40.8
Doing other work	60	0.3	26.6
Women—who were			
"Just resting"	53	23.9	64.4
Reading books, newspapers	54	0.8	38.6
In other leisure activities	35	3.6	27.4
Eating meals, etc.	24	3.1	33.9
Working in kitchen	33	2.1	37.0
Doing other work	71	1.3	40.6

New Rate Card For ABC-TV

ABC announced its television rate card No. 3 Jan. 27 with these major changes: Class C time reduced to 50% of Class A rate instead of 60% as heretofore for period from 10:30-11 p.m. Local time seven days a week made Class A instead of Class B in the hour from noon to 1 p.m. Local time Saturdays and Sundays dropped from Class A to Class C; total rate for 52 ABC-TV stations for 30 minutes of Class A time on 52-week basis set at $11,003 compared with former rate of $6,285 for 35 stations. Rates became effective Jan. 15.

Weekly Television Summary

Based on Feb. 6, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,895	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	67,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Ft. Worth Dallas,	See Ft. Worth-Dallas listing.	6,344	
Davenport Quad Cities:	WOC-TV Includes Davenport, Moline, Rock Island, East Moline		Distributors
Dayton	WHIO-TV, WLWD	31,300	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	12,200	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	4,527	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349,676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	14,210	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	13,508	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,174	Dealers
San Antonio	KEYL, WOAI-TV	8,211	Distributors
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	101,100
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 99; Sets in Use 4,056,234

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

'Depth of Penetration' Surveyed by WTMJ-TV

LANCASTER, Pa., a single station market, led all other cities in a "Depth of Penetration" survey released by WTMJ-TV Milwaukee.

Other single station markets in the top 10 include Milwaukee, sixth; Schenectady, eighth, and Buffalo, tenth.

The "Depth of Penetration" is defined by the station as the number of television sets per 1,000 families and is based on Jan. 1 set figures. The complete list as compiled by WTMJ-TV follows:

Area	No. Receivers per 1,000 Families	Position	Position Dec. 1, 1949
Lancaster	297	1	3
Philadelphia	295	2	1
New York	282	3	2
Los Angeles	244	4	4
Chicago	234	5	5
Milwaukee	220	6	6
Boston	211	7	7
Schenectady	202	8	8*
Cleveland	197	9	8*
Buffalo	192	10	9*
Minneapolis-St. Paul	186	11	11
San Diego	178	12	13
Cincinnati	174	13	15
Detroit	173	14	9*
Baltimore	170	15	10
St. Louis	164	16	12*
Richmond	161	17	12*
Columbus	151	18	17*
Toledo	137	19	17*
Erie	134	20	14
Wilmington	132	21*	19
Washington	132	21*	16
Miami	131	22	18
Syracuse	124	23	22
New Haven	119	24	20
Oklahoma City	116	25	21
Louisville	110	26	23
Dayton	108	27	27
Salt Lake City	107	28	25
Rochester	102	29	28
Albuquerque	99	30	31
Atlanta	96	31	24
Omaha	94	32	26
Kansas City	91	33	29*
Pittsburgh	86	34	29*
Tulsa	84	35	36*
Memphis	80	36	30
Indianapolis	64	37*	35
Seattle	64	37*	34
New Orleans	64	37*	38*
Jacksonville	64	37*	39
Fort Worth-Dallas	63	38	37
Phoenix	61	39	32
Charlotte	60	40*	33
Houston	60	40*	38*
Birmingham	53	41	41
Grand Rapids	52	42	36*
Greensboro	50	43	40
Johnstown	46	44	42
Utica	44	45	43
Davenport	41	46*	44
San Francisco	41	46*	45
Huntington	32	47	47
Binghamton	30	48	48
Providence	27	49	46
San Antonio	19	50*	50
Bloomington	19	50*	49
Norfolk	6	51	51

* Tie

* * *

Pittsburgh Video Set Owners Surveyed

TELEVISION set ownership has almost doubled in the Pittsburgh area in the last three months, according to Guide-Post Research, which has just surveyed 1,523 families within a 20-mile radius of the city.

The survey, conducted in the first two weeks of January, found

(Continued on Telecasting 38)

How to Increase Your Audience

(And Revenue)

With Film

IN city after city, Hooper and Pulse ratings record phenomenal audiences for film programs.

The films that are building up these phenomenal audiences are mostly Westerns and Mysteries.

If you want to tap this tremendous audience potential *you should get in touch at once with Associated Artists Productions, Ltd.*

Associated Artists Productions, Ltd., has the largest catalog of Hollywood-produced-film for television.

These are the films that are breaking audience rating records!

The films distributed by Associated Artists Productions, Ltd., are tailored for salability. They are properly timed for program spotting. They will mean more revenue for you.

Send for our catalog today!

Paul Diamond
Director of Television

ASSOCIATED ARTISTS PRODUCTIONS, LTD.

444 Madison Avenue, New York 22, N. Y. Murray Hill 8-4754

TV-PAYOFF

Client says:

"it sells . . . we're sold"

James Rotto, Sales and Publicity Director, THE HECHT CO.

VARIETY says:

(January 11, 1950)

SHOP BY TELEVISION
With Ruth Crane, Jackson Weaver
30 Mins.; Tues., 7:30 p.m.
HECHT CO.
WMAL-ABC, Washington

This is a "first" for this town, and possibly for the country, in TV retail merchandising. Now beginning its third month, the program has so pleased its sponsor, the Hecht Co., large department store here, that, after five weeks, it was expanded from its original 15 minutes to a full half-hour.

Unusual gimmick of the show, offered as a "shopping service," rather than entertainment, is that merchandise displayed on the program is actually bought during and immediately after the telecast. A trio of eye-filling models appears on the set taking phone orders and opening charge accounts, and the ringing of the telephone bells is audible to the TV audience, thus adding authenticity as well as undoubtedly serving to lure other shoppers.

Format of the program is fairly conventional, with Ruth Crane, director of Women's Activities for WMAL-TV, conducting the show, while her announcer, Jackson Weaver, doubles as funnyman and stooge. The articles displayed are plugged by Miss Crane, with an occasional wisecrack from Weaver, and usually has the added interest of live models to display the wares of the evening. At sponsor's insistence—they have sole say in selection of merchandise offered for sale on the program—the accent is on low cost items. This tends to slow the program at times and keep it from the glamor of certain high-priced articles, like women's fashions. On the other hand, there is no question that, because of it, sales are consistently lively and the weekly take more than warrants cost of the show.

Miss Crane, an accomplished emcee and thoroughly hep to the femme angle in radio and merchandising, keeps things rolling even under the handicap of lack of variety, as in last Tuesday's (3) program, when a succession of face creams grew monotonous. She televises extremely well, and should impart her secret of successful video makeup to others in the field. Weaver's bids for laughs are not always successful, but there's no question that his role on the show can be developed into successful backgrounding. The pair work well as a team, for they've been at it a long time.

The idea for the show, which was dreamed up by the station, is a slick one and a natural for video. The prospect of cramming the channels with too many of them would be a frightening one, but, in moderate doses, it's something different and quite viewable.

Lowe.

Represented by ABC Spot Sales

The Evening Star Station
WMAL-TV
WASHINGTON, D. C.

Hint Pays Off

CONVINCED of TVs selling power is Ed Bowman, general manager of Enoch Chevrolet Co., South Gate, Calif. Participating sponsor in the Friday night telecasts of wrestling matches from Ocean Park Arena on KECA-TV Los Angeles, he was interviewed recently between matches and dropped a hint that potential auto buyers could save the Los Angeles city tax by purchasing their new cars in his community. In ensuing 48 hours over 5,000 persons jammed Enoch Chevrolet showrooms. Ten bought the cars he had in stock. Gratified salesmen also got 49 orders for future delivery of cars.

WJAX-TV PLANS

FCC Proposes Time Extension

RECOMMENDATION that the City of Jacksonville, Fla., be allowed additional time to complete construction of WJAX-TV was made by FCC Hearing Examiner Jack P. Blume in an initial decision issued last Thursday. WJAX-TV would be operating within six months of final extension approval, it was found.

Examiner Blume, who presided over FCC's hearing to determine whether Jacksonville had been diligent in prosecution of its permit, said the record showed:

"The delays . . . are not attributable to any preconceived plan on the part of the applicant to 'stall' with the object of reserving a channel to some indefinite future date when it would be considered prudent to construct." Rather, he concluded, "the delays are traceable to honest mistakes in judgment and an overly cautious, but understandable, approach on the part of the city officials of Jacksonville to its fiscal affairs, and in particular, towards the spending of public monies before adequate financial arrangements have been completed."

Permit for WJAX-TV was issued by the Commission in August 1948 with requirement that the station be on the air in April 1949. The extension request filed in March last year was the subject of FCC's hearing. Examiner Blume found that Jacksonville obtained permission from the state legislature to issue $300,000 worth of revenue certificates to finance the TV station and these certificates were to be repaid from earnings of the city's WJAX, AM outlet.

However, city officials considered this amount insufficient to also meet initial operating losses and sought to amend the plan, the initial decision said. Later it was discovered the statute approving issuance of the certificate made no provision to include operating expenses. Funds for the latter are now available.

The decision further noted that construction of WJAX-TV already is underway, that a manager has been selected and other plans made.

Spot Advertisers

(Continued from Telecasting 8)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Atlas Canning Co.	Pet Foods	.. .. 1 1 1 ..	Adair & Director
Aunt Ellen's Pi-Do	Pie Crust Mix	.. .. 4 4 4 6 7	McMains
Austin, Nichols Co.	Moquin Wine	1 1 1 1 1 1 1 1 1 1 1 1 1	Alfred Lilly
Automatic Firing Corp.	Burners	.. .. 1	Olian
Avco Mfg. Co. (Crosley Div.)	Appliances	.. 1 2 2 .. 1 4 2 2 1 3 ..	Benton & Bowles
B-B Pen Co.	Ball Point Pen	.. .. 2 6 6	Foote, Cone & Belding
B. V. D. Corp.	Clothing	8 11 11 11 10 10 10 11 6 5 5 2	Doyle Dane Bernbach
Babbitt, B. T., Co.	Cleanser	.. 1 1 1 1 1	Duane-Jones
Baldwin Piano Co.	Pianos	1 1 1 1 1 1 1	Ruthrauff & Ryan
Ballentine, P. & Sons	Beer	.. .. .. 5 5 4 4 4 4 3	J. Walter Thompson
Ballard & Ballard Co.	Biscuits	.. .. 1 1 .. .. 1 1 1 1	Henri, Hurst & McDonald
Bank of America	Banking Service	2 2 1 .. .. .. 2 3 3 3 3 2	Charles Stuart
Banquet Canning Co.	Chicken	.. .. 1 1 1	Gardner Co.
Barbey's Inc.	Beer	1 1 1 1 1 1 1 1 1 1 1	Grav & Rogers
Barcalo Mfg. Co.	Chairs	.. .. 1 1 1 1 1 1 1 1	BBDO
Barlow-Seelig	Ironer	1	Geer-Murray
Bates Shoes Co.	Shoes	.. .. 1 1	James Thomas Chirurg
Bavarian Brewing Co.	Beer	1 1 1 1 3 3 3 2 2 2 3 ..	Ralph Jones
Bear Brand Hose Co.	Hosiery	.. .. 5 1	Tatham-Laird
Beatrice Foods Co.	Dairy Prod.	.. .. 1 1	Foote, Cone & Belding
Beattie Jet Lighter Co.	Lighters	.. .. 1	John A. Cairns
Beaumont Co.	Cold Tablets	.. .. 1 2	Harry B. Cohen
Beck Arthur Co.	Housewares	.. .. 1 1 1 1 1 1	Kaufman
Beck, A. S. Shoe Co.	Shoes	3 2 2 4 5 5 2 2 1 1 1 ..	Dorland Agency
Beechnut Packing Co.	Gum, Foods	1	Newell-Emmett
Beck Magnus Brewing Co.	Beer	1 1 1 1 1 1 1 1 1 1 1 1 1	Moss Chase
Beltone Co.	Hearing Aids	.. .. 2 1 1	Ruthrauff & Ryan
Bendix Corp.	Appliances	1 1	MacManus, John & Adams
Bendisen, E. H. Co.	Oysters	.. .. 1 3	Botsford, Constantine & Gardner
Benrus Watch Co.	Watches	6 9 11 15 20 19 21 18 30 38 42 45	J. D. Tarcher
Benson & Hedges	Parliaments	 1	Kudner
Berke Bros. Dist.	Wine	.. .. 2 3 3 1	Reingold
Berghoff Brewing Co.	Beer	.. .. .. 1 1 1 1 1 1 1	Fletcher D. Richards
Berkeley Industries	Toilet Articles	.. .. 1	A. W. Lewin
Berkshire Fine Spinning Assn.	Curtains	.. .. 3	Jackson
Best Foods Inc.	Hellman's Mayonnaise	.. .. 2 2 2 .. .. .. 1 1 3 1	Benton & Bowles
Bestmaid Meats	Meat Products	1 1 1 1	Chapman
Beverwyck Breweries	Beer & Ale	.. .. 2 2 1	McCann Erickson
Bishop & Co. Inc.	Powerhouse Candy Bars	.. .. 1 1 1 1 1 1 1	Franklin Bruck
Blatz Brewing Co.	Beer	.. .. 1 5 7 12 9 8 4 2	Kaster, Farrell, Chesley & Clifford
Blue Dew	Blueing	.. .. .. 1 1	Bowman & Block
Blue Suds	Washing Compound	1	Clements
Bohemian Dist. Co.	Beer	.. .. 1 1 2	Brisacher-Wheeler
Bond Stores, Inc.	Clothes	.. .. 1 6 7	Neff-Rogow
Bonne Bell, Inc.	Cosmetics	.. .. 1 1	Forest Webster
Bonton Wallpaper Co.	Wallpaper	.. .. 1 1	Ralph A. Hart
Borden Co.	Dairy Products	3 4 9 10 12 13 24 26 30 37 44 42	Young & Rubicam
	Instant Coffee	 4	Kenyon & Eckhardt
Boston & Maine RR	Transp.	1 1 1 1 1	Harold Cabot
Boston Distillers	Wine	.. .. 1 ..	Reingold
Botany Mills	Ties	7 7 7 6 3 1 1 1 1 1 1 ..	Silberstein-Goldsmith
Bowers Battery & Spark Plugs Co.	Batteries & Spark Plugs	.. .. 1 1 1	Beaumont, Heller & Sperling
Bowman Gum Co.	Chewing Gum	.. .. .. 2 2 3 3 3 1 2 4 4	Franklin Bruck
Bradley, Milton, Co.	Games	 1	H. B. Humphrey
Breakfast Club Coffee	Coffee	.. 1	Brisacher-Van Norden & Staff
Bredenberg Dist. Co.	Ale	1 1 1 1 1 1 1 1 1 1 1 1 1	Ellis
Brentwood Sportswear	Sportswear	2 1	J. R. Kupsick
Brewing Corp. of America	Ale	1 1 1 1 1 1 1 1 1 1 1 1 1	Leo Burnett

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Breyer Ice Cream Co.	Ice Cream	7	8	8	9	8	9	9	10	11	10	11	11	McKee & Albright
Briggs, L. S.	Meat	1	1	..	..	..	..	..	..	..	..	..	..	Courtland D. Ferguson
Bristol Meyers Co.	All Prod.	1	1	2	2	2	2	1	1	1	..	1	..	Doherty, Clifford & Shenfield
Brock Candy Co.	Candy	3	3	4	3	2	2	2	2	2	2	2	2	Liller, Neal & Battle
Bromely Sales Inc.	Curtains	..	..	..	..	..	..	..	..	..	2	2	..	John Cairns
Brooke, Co.	Scarfanet	..	..	..	..	..	..	..	..	..	..	3	..	Smith, Bull & McCreery
Brown, L. & P. Co.	Aprons	1	1	..	..	..	..	..	..	..	..	..	..	Direct
Brown & Williamson	Kool Cigarettes	2	2	3	2	3	2	23	27	31	35	35	39	Ted Bates
Brown Shoe Co.	Shoes	..	..	..	..	..	..	..	..	1	..	..	..	Leo Burnett
Bruner-Ritter, Inc.	Bracelets	1	1	..	..	..	..	..	..	..	..	..	..	B. D. Iola Co.
Brunswick-Balke-Collender	Bowling Supplies	..	..	..	..	..	..	..	..	..	1	..	..	Al Paul Lefton
Bruce, E. L., Co.	Cleanser	..	..	1	1	1	1	1	1	1	..	2	1	Christiansen
Buckeye Brewing Co.	Beer	..	..	..	..	..	..	..	1	1	..	1	1	Livingston, Porter & Hicks
Burger Brewing Co.	Beer	..	..	..	..	2	2	2	2	2	..	4	2	Midland
Burger, C. F. Creamery	Dairy Prod.	..	..	..	..	..	..	..	..	..	..	..	2	Casler, Hempstead & Hanford
Bucknell, Jay	Sports Shirts	1	1	1	1	1	1	..	..	..	..	..	..	Norman D. Waters
Bulova Watch Co.	Watches	35	39	39	40	43	46	48	50	44	50	53	60	Biow Co.

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Butterick Co.	Patterns	..	..	..	..	..	1	1	..	..	..	..	..	Direct
Buring Nat'l Packing Co.	Sausage	..	..	1	1	1	1	1	1	1	..	1	1	Rosengarten & Steinke
Cal-Dak Co.	Picnick Trays	..	..	..	..	..	..	..	..	..	1	..	..	Jordan
°C & G Tool Co.	TV Antennas	..	..	..	..	..	4	..	..	..	..	..	..	Levy
California Packing	Del Monte Foods	..	..	..	..	..	..	..	..	..	..	..	2	McCann-Erickson
California Fruit Growers Exchange	Sunkist Fruit	..	..	..	..	..	..	..	..	..	1	..	2	1 Foote, Cone & Belding
Cameo Curtains, Inc.	Curtains	..	..	..	12	13	7	..	..	15	..	..	..	W. L. Sloan
Calif. Prune & Apricot Growers Assn.	Sunsweet Prunes	..	..	..	..	..	..	..	..	..	1	1	2	Long Adv.
Calo Dog Food Co., Inc.	Dog Food	..	..	..	..	..	..	..	..	..	1	1	2	Frank Wright
Canada Dry Ginger Ale Co.	Soft Drinks	4	1	..	..	..	..	1	1	1	1	1	1	J. M. Mathes
Canadian Ace Brewing Co.	Beer	1	2	2	2	2	2	2	3	3	2	2	3	Louis Weitzman
Canadian G-E & Toronto Adv. & Sales Club	.....	.....	.....	.....	1	..	..	..	..	..	..	..	..	McLaren
Canine Food & Products Co.	Dog Food	1	1	1	..	..	..	..	..	..	..	..	..	Direct
Cannon Mills	Hosiery	..	..	..	..	..	..	1	1	1	1	..	..	Young & Rubicam
Cappano Co.	Vermouth	..	..	..	1	1	1	1	..	..	..	..	..	Carlo Vinti

(Continued on Telecasting 36)

FILM PRODUCERS

3% Sales Tax Poses Problems

TELEVISION film producers in Hollywood are facing a complex problem in working out the 3% sales tax recently imposed on their products by the California State Board of Equalization.

Objecting to application of the tax, it is expected that wholesale protest will be made. Film producers and distributors want the Board of Equalization to clarify the many ramifications involved and "work out a fair solution."

Spot announcements and any other length commercial film shot before last June 30 is being assessed 2½% of advertisers purchase price. The 3% tax is on footage filmed and sold to or made for sponsors since that date.

It was pointed out that there are thousands of completed product on the shelves which have changed hands several times and also that many of the original producers are out of business. Under the Board of Equalization setup, back tax is involved. In many instances present owners of these commercials will have to collect back tax from advertisers who used the film on TV or pay out of pocket.

Producers declare that although legally liable, many advertisers and their agencies who bought film refuse to pay because they weren't billed assessment at time of sale. It was further pointed out that many advertising agencies up to now hadn't heard about the new application of the state sales tax and will have to collect back from their clients, thus adding further confusion.

NBC-TV Signs WTTV

WTTV (TV) Bloomington, Ind., was announced last week by NBC-TV as the network's 59th television affiliate. The station also is an affiliate of ABC-TV, CBS-TV and DuMont Television Network.

HOO... PARADED FIRST IN CINCINNATI?

HOO... PER-RATED FIRST IN CINCINNATI!

Either Way You Read It it's WKRC

Hooper Share Of Audience—Nov.—Dec.—1950

Evening, Sun. Thru Sat. 6. P.M.—10:30 P.M.

SIU	Sta. A	Sta. B	WKRC CBS	Sta. C	Sta. D	Sta. E	Sta. F	FM-TV and Others
37.4	9.2	8.0	25.1	22.6	Day Only	9.9	Day Only	25.1

Like those wise old owls, Time Buyers have no trouble at all picking the **first** station in Cincinnati.

There are the **facts** for all to see! No ifs, ands or buts, **one station** is out in front, leading the parade in Cincinnati .... **WKRC!**

And about that 25.1% TV share of the audience (FM and others), don't forget those top CBS TV shows are on **WKRC-TV!**

★ ★ ★

JUST TAKE A GANDER!

WKRC WKRC-TV

both CBS in Cincinnati

Nationally Represented by the KATZ AGENCY

Radio Cincinnati, Inc. WKRC(AM)...WKRC(TV)...WCTS(Transit Radio)

Affiliated With Cincinnati Times-Star

for profitable selling— INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Clair R. McCollough, Gen. Mgr.

Represented by

ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

WSB COLORCAST

To Air Hospital Assembly

WSB-TV Atlanta, Ga., is to telecast in CBS color today (Feb. 6) the opening ceremonies of the Atlanta Graduate Medical Assembly from Grady Hospital. Transmission will be on WSB-TV's regular Channel 8 (180-186 mc) and is claimed to be the first colorcast south of Washington using standard monochrome equipment.

The *Atlanta Journal* outlet on Tuesday evening will present a special closed circuit color program to an invited group of some 600 prominent Georgians at Atlanta's Municipal Auditorium, produced by Brad Crandall and featuring WSB-TV talent. Color equipment being employed is that developed by CBS and owned by Smith, Kline & French Labs.

During the Feb. 6-8 medical assembly of practitioners from throughout the South, CBS and SKF will pick up operations at Grady Hospital and relay them by polyethelyne cable to the color receivers in Municipal Auditorium as it has done before similar groups in other cities.

WSB-TV on Jan. 18 was luncheon host to local television distributors to acquaint them with details of the color demonstrations and to supply informational data for distribution to dealers and consumers. The *Journal's* Sunday magazine supplement on Jan. 22 featured a color spread and story on color TV and some 13,000 extra copies were mailed to the medical profession in the South.

'FREEZE' LIFT

Smith Urges FCC to Act

THE FCC was urged last week to remove the "freeze" on TV applications in a Philadelphia speech by David B. Smith, vice president of Philco Corp. Mr. Smith addressed a joint meeting of the Franklin Institute and the Institute of Radio Engineers last Wednesday.

Mr. Smith said: "One of the things which is seriously troubling the television industry is how to open up the aerial highways so that these remaining 20 million citizens (not now covered by TV) will not be deprived of TV programs. . . . About 20% of those now having television service get their programs from a single station, whereas they could, if it were not for the 'freeze,' have more than one service."

In reference to color television, Mr. Smith said Philco is convinced that "the same channels now being used for black-and-white television can eventually be used for color television" and that existing receivers will be able to pick-up color in black-and-white without modification. To this end, he said, new color receivers designed to work on the compatible system are still in the industry's laboratories and will not be ready for public use "for some time."

Spot Advertisers

(Continued from Telecasting 35)

Advertiser	Product	Number of Stations Used During Each Month J F M A M J J A S O N D	Agency
Carbona Products Co.	Shoe Polish	1	Ralph Harris
Cargill, Inc.	Feeds	1 1 1 1 1 1 1 2	Bruce B. Brewer
Carnation Co.	Evap. Milk	2 3 3 3 2	Erwin, Wasey
Carpenter-Morton Co.	Paints	2 3 3 3 3 3 2	John C. Dowd
Carr Cons. Biscuit Co.	Crackers	1 1 1	Lynn-Fieldhouse
Carter Products, Inc.	Arrid Deodorant	3 5 5 5 4 3	SSC&B
Case Pork Roll Co.	Pork Products	2 1 1 1	Abner J. Gelula
Case, W. A. & Son	Refrigerators	1	Direct
Ce-Lect Baking Co.	Bread	1 1	J. H. Kom & Co.
Celanese Corp.	Women's Suits	23 21 2	Ellington & Co.
Celomat Corp.	Lenses	4 4 1 1	Tracy, Kent
Chemicals, Inc.	Cleanser	2	Garfield & Guild
Chesebrough Mfg. Co.	Vaseline	1 1	Cayton
Chappell C. E., Co.	Curtains	9	W. L. Sloan
Chicago Western Corp.	Pinafore Chicken	1 2 2 2 2 2 2 2	Phil Gordon
Chun King Sales	Foods	1 1	Campbell-Mithun
Circus Foods, Inc.	Peanuts	1	BBDO
Citizens Committee for Office Type Ballot		3	McCann-Erickson
Clark-Cleveland	Dental Cleanser	1 5 2	Hanley-Hicks & Montgomery
Chrysler Corp.	Dodge Div.	1 31	BBDO
	DeSoto Div.	1 47 51 10 2	
	Chrysler Div.	1 6 7	
Clark, D. L., Co.	Candy	1 13	BBDO
Clark's Super Gas Co.	Petroleum Products	1 1 1 1	Arthur Meyerhoff
Cleveland-Sandusky Brewing Co.	Beer	1 1	Carpenter
Clinford Corp.	Toys	2	Scheck
Cloverdale Spring Co.	Soft Drinks	1 1 1 1 1 1 1	Richard A. Foley
Cohn-Hall-Marx (Ameritex Div.)	Apparel	1	Dorland
College Inn Food Prod.	Foods	1 1 1 1 1	J. W. Shaw
Colonial Airlines	Air Travel	1 1 1 1 1	Seidel
Colonial Products Co.	Macaroon Mix	1 1	Barton A. Stebbins
Comfort Spring Co.	Bedding	1 1	Milton Weinberg
Comprehensive Fabrics Inc.	Furniture Covering	1 1 1	Morton Freund
Congress Cigar Co.	La Palina Cigars	1 1 1 1 1 1 1	Schwimmer & Scott
Conmar Products	Zippers	1	W. H. Weintraub
Consolidated Edison Co.	Institutional	1 1 1	BBDO
Consolidated Hotels	Hotels	2 1	Jaffe & Jaffe
Continental Baking Co.	Bread, Cakes	2 2 3 3 3	Ted Bates
Continental Pharmaceutical Corp.	Kyron Reducing Tablets	1 1 1 1 1 1 1 1 1 1 2	Meyerhoff
Corn Products Refining Co.	Salad Oil	1 3	C. L. Miller
Cory Corp.	Electric Knife Sharpener	2	D-F-S
Cott Beverages, Inc.	Soft Drinks	1 1 1 1 1 1 1 1 1 1 1 1 1	Direct
Coty, Inc.	Perfumes	1 1 1	Franklin Bruck
Coughlan, G. N., Co.	Pantastic	1	A. W. Lewin
Cournand, E. L., Co.	Tele-Vu Lens	3 1 1	Cayton
Coward Shoes	Shoes	1	Direct
Croton Watch Co.	Watches	1 1 1	Franklin Bruck
Creamette Co.	Noodle Products	1	Martin Williams
Cribben & Sexton Co.	Gas Ranges	1 1 1 1 1 1 1 1 1 1 1 1	Bozell & Jacobs
Curtis Publishing Co.	Magazines	6 6 5 3	BBDO
Dad's Root Beer Co.	Root Beer	2 2 2 2 2 2 2 2 2 3 2 2	Malcolm-Howard
Dandrug Co.	Sulfa Dandrug	2 5 1	Casler, Hempstead & Hanford
D'Arrigo Brothers Co.	Brocolli & Celery	4 4 5	James Thomas Chirurg
David, John, Inc.	Men's Clothes	1 1 1 1 1 1	Grey
Day & Night Mfg. Co.	Water Heaters	5 5 5 5 5 7 7 6 5 5 5 8	Hixon & Jorgensen
Dayton Spice Mills	Pyrex Ware	1	
Dean Milk Co.	Chocolate Drinks	2 2	Leo Burnett
Decorative Cabinet Corp.	Wardrobes	1	Reiss
Delta Airlines	Air Transportation	3 2 2 2 2 1 1 1 1 1 1 1	Burke, Dowling & Adams
Deltox Rug Co.	Rugs	1 1	Grey
Denman Products Inc.	Hairbrushes	1	W. L. Sloan

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Demert & Dougherty Co.	Antifreeze	2	1	..	..	..	..	..	..	..	..	..	3	Ruthrauff & Ryan
Derby Foods Inc.	Foods	..	..	..	..	..	2	2	2	2	2	..	..	Needham, Louis & Brorby
Detroit Packing Co.	Meats	..	1	1	1	..	..	..	..	..	..	..	..	Chapman
Diamond State Brewery	Beer	..	..	..	..	..	..	..	..	1	1	1	1	Yardis
Dif Corp.	Cleaner	1	1	1	1	1	1	1	1	1	..	..	..	Norman Mack
Diavalo Inc.	Toys	..	..	..	..	..	..	..	..	..	1	..		Dundes & Frank
Disney Inc.	Hats	3	1	1	1	..	..	..	..	..	..	..	..	Grey
Dixie Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Fitzgerald
Doeskin Products Co.	Tissues	..	..	..	..	1	1	1	1	1	1	1	1	Federal Adv.
Doepke, Chas. Wm., Mfg. Co.	Toys	..	..	..	..	..	..	..	..	..	5	5		Haehnle
Domestic Sewing Machine Co.	Sewing Machines	..	..	..	..	1	1	..	..	..	..	1	1	Fuller & Smith & Ross
Donel Foundations Inc.	Foundations	..	..	..	..	1	..	..	..	..	..	..	..	Jackson & Co.
Drigg's Dairy Farms	Dairy Products	1	1	1	1	..	..	..	..	..	..	..	..	Direct
Dumari Textile Co.	Cotton Fabrics	..	..	..	..	1	..	..	..	..	..	..	..	John Thomas Miller
Doubleday & Co.	Book Club	..	..	..	..	..	..	..	..	1	2	5	4	Huber Hoge
Drenk's Foods, Mfrs. Inc.	Food Products	1	1	1	1	1	1	1	1	1	1	1	1	Stone-O'Halloran
Dunn, R. G., Co.	Cigars	..	2	2	2	2	2	2	2	1	..	1	..	Century
Duvall Packing Co.	Spinach	1	1	1	1	..	..	..	..	..	..	..	..	George Roman
Durham-Enders Co.	Razors	..	..	..	1	1	1	1	1	..	..	..	..	Fletcher D. Richards
Duffy-Mott Corp.	Apple Products	..	..	..	..	..	..	..	..	1	8	13	16	Young & Rubicam
DuMont Allen B., Labs.	TV Sets	8	9	10	9	9	7	8	9	9	9	9	9	Buchanan
Duquesne Brewing Co.	Beer	..	1	1	1	1	2	2	2	2	3	4	5	Walker Downing
Durkee Famous Foods Div. of Glidden Co.	Food	..	..	..	1	2	2	3	2	2	2	2	2	C. Wendell Muench
Durkee-Mower Co.	Marshmallow Fluff	1	1	1	1	..	1	1	1	1	1	1	1	Harry Frost
E & B Brewing Co.	Beer	1	1	1	1	1	1	2	3	3	3	3	3	W. B. Doner
Eastern Airlines	Air Transportation	..	..	..	..	..	..	..	1	1	1	1	1	F. D. Richards
Eastern Wine Corp.	Wine	..	..	..	..	..	..	..	1	1	1	1	..	Robert Feldman
Eastman Kodak Co.	Cameras	..	..	..	..	..	..	..	..	..	..	..	7	J. W. T.
Eaton, Chas. A.	Shoes	..	..	1	1	1	..	..	..	..	..	1	1	Ford, Nichols & Todd
Eckrich, Peter & Son	Frankfurters	..	..	..	..	..	..	..	1	1	1	1	1	Westheimer
Eclipse Sleep Prod.	Mattresses	..	1	..	..	7	5	..	..	..	..	..	..	H. J. Kaufman
Economic Labs.	Electrosol	..	..	..	1	..	..	..	..	..	..	..	..	Newell-Emmett
Edison Bros. Shoe Stores	Shoes	..	..	..	..	..	..	..	..	..	..	1	1	Guenther - Bradford
Ekco Prod. Co.	Cutlery	..	..	..	..	..	..	..	..	..	..	..	2	A. Paul Lefton
Elgin Nat'l Watch Co.	Watches	7	..	2	2	2	2	2	..	..	..	..	..	J. Walter Thompson
El Talisman Inc.	Cosmetics	..	..	..	..	..	..	..	1	..	..	..	..	Direct
Emerson Drug Co.	Bromo-Seltzer	..	..	..	..	2	..	1	1	1	1	1	2	BBDO
Erie Brewing Co.	Beer	..	..	..	1	1	1	1	1	1	1	1	1	Mitchell-Knepper
Erlanger, Otto, Brewing Co.	Beer	2	2	2	2	2	2	2	2	2	2	1	1	E. L. Brown
Esslinger's Inc.	Beer & Ale	..	1	1	1	1	2	2	2	2	2	1	1	Lamb & Keen
Esso Standard Oil Co.	Gas & Oil	..	..	..	..	..	17	..	1	..	..	..	..	Marschalk & Pratt
Eureka Chemical Co.	Hi-Ten	..	..	..	..	..	..	..	..	..	1	1	1	H. C. Morris
Eversharp, Inc.	Razors	..	..	..	..	..	..	..	..	..	2	2	2	Biow
Exercycle Corp.	Exercycle	..	..	1	1	..	..	..	..	..	..	..	..	Green-Brodie
FairField Labs.	Shampoo	..	..	..	..	..	..	1	..	..	..	..	..	Maxwell Sackheim
Falls City Brewing Co.	Beer	..	..	..	..	..	..	..	..	2	2	2	3	Prater
Falstaff Brewing Corp.	Beer	..	1	1	1	1	1	1	1	2	3	3	3	Dancer-Fitzgerald - Sample
Family Kitchen Products	Cooking Mixes	..	1	1	..	..	..	..	..	..	..	..	..	Botsford, Constantine & Gardner
Farnham Co.	Insecticide	..	..	..	..	1	1	..	..	..	..	..	..	Mort Duff
Fashion Frocks Inc.	Dresses	..	1	2	2	1	..	..	..	1	2	..	..	Franklin Bruck
Fay, Leslie, Fashions Inc.	Fashions	..	..	..	..	..	..	..	..	..	..	1	8	Irving Serwer
Fear, Fred Corp.	Egg Dye	..	..	..	1	..	..	..	..	..	..	..	..	J. M. Mathes
Fedders-Quigan Corp.	Air Conditioning	..	..	..	..	..	..	..	2	..	..	..	..	B B D O
Federal Industries Inc.	Toys	..	..	..	..	..	..	..	..	..	..	2	1	Lawrence
Federal Old Line Insurance Co.	Insurance	1	1	1	1	1	..	..	..	..	..	..	..	Pacific National
Fehr, Frank Brewing Co.	Beer	1	1	1	1	1	2	2	2	2	2	2	3	Smith, Benson & McClure
Felton-Sibley & Co.	Paints	..	..	1	2	2	1	1	1	1	1	1	1	Aitken-Kynett
Ferenmeier Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	1	1	Direct
Fickett, Egan & Co.	Fruits	..	..	..	..	..	..	..	..	..	..	..	2	Moore & Hamin
Field & Flint Co.	Shoes	1	1	1	1	1	..	..	..	..	..	..	..	Horton-Noyes
Field & Stream Pub. Co.	Magazine	..	..	..	..	..	..	..	..	..	..	1	..	Ralph Jones

(Continued on Telecasting 39)

PRISMACOLOR

FCC Seeks More Information

ALTHOUGH not outrightly denying the petition of Prismacolor Pictures Inc. for permission to participate in FCC's color television proceeding, the Commission has indicated the Chicago color photography firm has not made sufficient showing that its methods are adaptable to color TV. FCC suggested additional information be submitted so the petition might be considered further.

Prismacolor told the Commission in November, when it requested leave to enter the color TV hearing, that its method of additive color photography "is a natural for adaptation to television." The system produces color pictures from black-and-white film [BROADCASTING, Nov. 21, 1949]. In its reply to Prismacolor, FCC said:

The Commission has considered your petition and proposed statement and is of the opinion that a prima facie showing has not been made that your system of color photography can be adapted to color television. On the contrary, it appears from your petition and statements that at the present time your proposed color television system is predicated on the asserted success of your system of color photography; that there has been no research and development of the proposed color television system in the laboratory to determine fundamentals and to explore basic problems; and that no transmitting or receiving apparatus have been constructed by you which would be suitable for either laboratory or field testing.

In the light of the above facts it appears that a grant of your petition for participation in the above proceedings would not contribute any substantial scientific data to the color television record of the above proceedings. If you have any additional information to submit to the Commission, or if you have any transmitting or receiving equipment which you have adapted to color television, please submit such information and we will be glad to give your petition further consideration.

GOLDMARK TALK

Phila. Hears Color Data

DETAILS of CBS' color TV system were presented to industry representatives in Philadelphia last week by Dr. Peter C. Goldmark, developer of the system, in an address at the Poor Richard Club, traditional Quaker City advertising organization. The speech was in climax to 13 days of color TV reception in the city.

WCAU-TV (CBS) Philadelphia has been showing color transmissions over sets placed in the station's lobby and at various times in other central city locations. Transmissions were received daily, 11-11:30 a.m. with special viewing groups made up of advertising agency men, WCAU clients, business and civic leaders, and students. WCAU reported viewers were favorably impressed.

WBTV

helps

Duchess

with wooing

"Great!" said the Duchess (Duchess Pie Company, that is,) when three one-minute slide announcements on WBTV pulled 669 entries in her customer-wooing History Mystery Man contest.

"When you note," beamed the Duchess, "that this response has been generated among 10,000 set owning families it works out to a response for practically 1 out of every 15 TV sets in WBTV's realm."

"And consider, your grace," WBTV added humbly, "how the response is building—from 135 on the first announcement to 292 on the third."

To assure your product its rightful place among the Carolina sales nobility, associate with the Duchess on WBTV.

Write or Wire now for 24-page Brochure

WBTV

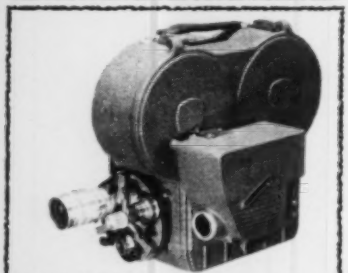
CHARLOTTE, N. C.

Jefferson Standard Broadcasting Co.

Represented Nationally by Radio Sales

Auricon
16mm Sound-On-Film
RECORDING EQUIPMENT
for
TELEVISION FILM
PRODUCTION

AURICON "Cine-Voice" CAMERA
100 FT. 16mm Sound-on-Film $695.00



"AURICON-PRO" CAMERA
200 FT. 16mm Sound-on-Film $1191.00

"AURICON 1200" CAMERA for 33 minutes
of Continuous Sound and Picture
1200 FT. 16mm Sound-on-Film $2860.00

AURICON Cameras provide ideal working tools for Television Films of all kinds, from Spot News and Sidewalk Interviews to Major Studio Productions. Sold on a 30 day money-back guarantee. Write for free Catalog.

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BERNDT-BACH, Inc.
7365 Beverly Blvd., Los Angeles 36, Calif.

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

PALT giving WCPO-AM-TV Cincinnati television and radio rights to Cincinnati Reds baseball games for the next five years [BROADCASTING, Jan. 30.] was widely heralded by Queen City fans and officials alike. Discussing the new contract are (l to r): J. F. Koons Jr., Midland Adv. Agency; M. C. Watters, vice president of Scripps-Howard Radio Inc., licensee of the stations and general manager of WCPO-AM-TV; W. H. Moeller (background), secretary-treasurer, Burger Brewing Co., traditional Reds' sponsor; William J. Huster, president of Burger Co., and Byron J. Fischer, Midland agency. Announcer Waite Hoyt, former major leaguer, will describe the games, to be fed to 27-station network covering southern Ohio, west Virginia, northern Kentucky and eastern Indiana. Telecasts will be carried by WHIO-TV Dayton and WTVN (TV) Columbus. Byron Fischer, radio-TV director of Midland Adv. Agency, Cincinnati, handling Burger account, stated WCPO-AM-TV five-year deal includes not only home games but as many road games as can be cleared via coax or micro-wave. He said WLWT (TV) and WKRC-TV, both Cincinnati, initially were in negotiations.

* * *

REDS BASEBALL

WCPO-TV to Air Road Games

MANY, if not all, of the road games played by the Cincinnati Reds will be telecast this year for the first time by WCPO-TV Cincinnati, M. E. Watters, general manager of the WCPO stations, announced last week.

In making the announcement, Mr. Watters said: "We've been working on this deal for a week in co-operation with the Cincinnati Baseball Club and the DuMont Television Network."

Chief obstacle to the arrangement, Mr. Watters stated, was obtaining use of a fourth daytime coaxial cable from New York to cover the games on the East Coast. The AT&T has notified both WCPO-TV and DuMont that the necessary cable would be available, he stated.

In the case of cities which do not have "remote" trucks, such as Pittsburgh, mobile units will be sent from Cincinnati or Cleveland, he said. The road games also will be seen on WHIO-TV Dayton and WTVN (TV) Columbus.

Canada Theatre TV

FIRST theatre TV in Canada has been licensed by the Dept. of Transport, Ottawa, for the Imperial Theatre, Toronto, and the Canadian Famous Players Corp., Toronto, a Canadian subsidiary of Paramount Pictures Inc. The Toronto theatre will carry spot TV news from an RCA-Victor mobile TV transmitter bought by Famous Players some months ago. The corporation has spent over $100,000 in theatre TV, J. J. Fitzgibbons, president, has announced.

L. A. SET SALES

1949 Estimate—$80 Million

AN estimated $80 million was paid for television sets in the Los Angeles area during 1949.

This is the figure given by Richard W. Millar, TV committee chairman of Los Angeles Chamber of Commerce, who pointed out that set ownership more than quadrupled in the area during 1949.

Mr. Millar reported local TV set sales totaled 270,036 for the year, boosting the number of receivers from 79,649 a year ago to 349,676 as of Dec. 1 last.

William J. Quinn, managing director of Southern California Radio & Appliance Assn., said there was one TV set for each 3.8 families in Los Angeles County. In the area covered by the seven Los Angeles television stations (KFI-TV KNBH KTTV KLAC-TV KECA-TV KTLA KTSL), there is a set for each 4.6 families, he stated.

DENIES ZAHARIS

Experimental Renewal Refused

RENEWAL of license was denied by FCC Jan. 26 for the experimental television station which Gus Zaharis, owner of WTIP Charleston, W. Va., has been operating there since 1944. The present license for KA2XAF which has been making equipment and other tests on commercial TV Channel 2 (54-60 mc), expired Feb. 1.

FCC indicated that the experimentation proposed on antennas and synchronizing generators could be done in the laboratory without need for actual telecasting. The Commission said it didn't believe the other experiments proposed would "advance the TV art."

Telestatus

(Continued from Telecasting 32)

10.2% have TV sets in the home. Penetration is somewhat higher in the 5c telephone area. The same 1,500 families were surveyed last October and at that time only 5.2% had TV sets.

Sets are concentrated in the upper income levels. Of the families with over $5,000 a year income, 12% have sets; 14% of those with $3,500 to $5,000 incomes have sets; 10% of those with $2,500 to $3,500 incomes have sets, and only 4% of those with under $2,500 income have TV sets, Guide-Post Research reports.

Biggest restraining influence in set purchases reportedly is still cost. Of those who do not have and do not intend to buy sets this year, 66% say it is because of the high price, 24% say the reception is too poor, 23% say the programs are not good enough and 44% won't buy because they think the sets will be obsolete too soon. Of the non-owners of TV sets, 93% say they will not buy this year, the research firm reports.

* * *

Videodex Ratings Given for January

MILTON BERLE's *Texaco Star Theatre*, with a rating of 61.4, led the January Videodex network ratings. The program was seen in 1,780,200 homes in reporting markets, according to the research firm. Other programs in the Videodex top 10 ratings for January were shown as follows:

Program	Rating	No. of Markets*	Homes Reached**
Texaco Star Theatre	61.4	17	1,780,200
Arthur Godfrey Friends	47.0	17	1,362,300
Talent Scouts	46.1	8	1,031,600
Toast of Town	41.8	16	1,234,200
Kraft TV Theatre	38.4	15	975,300
Cavalcade of Stars	35.9	14	985,600
Stop the Music	35.5	16	922,600
Fireside Theatre	35.4	13	812,800
Suspense	34.5	14	939,600
Philco TV Playhouse	33.2	17	962,900

* Number of markets indicates Videodex individually reported markets including four various programs: New York, Chicago, Los Angeles, Detroit, St. Louis, Cincinnati, Cleveland, Columbus, Dayton, Pittsburgh, Toledo, Schenectady, New Haven, Boston, Baltimore, Washington, Philadelphia, Buffalo, Milwaukee.

** Homes reached represent a projection to a 50 mile radius of the individually reported markets carrying the program.

SHERMAN PLAN, INC.

Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:

Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

SPOT ADVERTISERS

(Continued from Telecasting 37)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Filtex Corp.	Vacuum Cleaners	..	1	..	..	..	..	..	..	..	..	..	..	Angelus
Firestone Tire & Rubber Co.	Tires	..	..	..	..	..	..	1	..	..	..	..	..	Hopfer - Castleman
Fischer Baking Co.	Bread, Cakes	1	1	1	1	1	1	1	1	1	1	1	1	Scheck
Fitzgerald's Brewing Co.	Beer & Ale	..	..	..	..	..	..	..	..	..	1	1	1	Hevenor
Flag Pet Food Corp.	Pet Food	..	..	..	1	..	..	..	..	..	..	..	..	William Warren
Flagstaff Foods	Foods	..	..	..	..	..	..	..	..	..	..	..	1	Weiss & Geller
Fleer Frank H. Corp.	Chewing Gum	..	..	..	..	..	..	..	..	..	1	6	6	Lewis & Gilman
Fleetwing Corp.	Gas & Oil	..	1	1	1	1	..	..	..	..	..	..	..	Griswold-Eshleman
Flex-Let Corp.	Watch Bands	..	..	..	..	..	..	..	..	..	..	1	26	Edwin L. Frankenstein
Flobar, Ltd.	Soaps	..	..	..	..	..	..	..	..	..	2	..	..	Jackson & Co.
Florida Fashions Inc.	Dresses	..	..	..	..	1	..	..	..	..	..	..	..	Byrde, Richard & Pound
Florsheim Shoe Co.	Shoes	..	..	..	1	1	1	..	..	..	..	..	..	Walter L. Rubens
Follwrap Co.	Wrapping Paper	1	1	1	..	..	..	..	..	..	..	..	..	Allied
Ford Motor Co.	Ford Dealers	..	..	1	1	1	1	1	1	6	..	..	..	J. W. Thompson
Ford Motor Co.	Lincoln Mercury	1	2	..	..	..	..	..	..	..	18	24	16	J. W. Thompson
Ford Motor Co.		..	3	3	3	3	1	2	2	2	5	5	5	J. W. Thompson
Foremost Dairies	Dairy Products	1	1	..	..	..	..	..	..	..	..	..	..	K & E
Formstone Co.	Bldg. Materials	3	3	2	1	1	..	..	..	1	..	..	..	Newman, Lynde Assoc.
Forstner Chain Corp.	Jewelry	..	..	..	..	4	4	4	5	7	7	9	13	A. W. Lewin
Fort Pitt Brewing Co.	Beer	..	1	1	2	2	2	3	4	4	6	6	6	BBDO
Fortner & Perrin	Hangers	..	..	..	..	..	..	..	..	..	..	2	..	Barton A. Stebbins
42 Products Ltd.	Hair Oil	..	..	..	..	..	..	1	1	1	1	1	1	McNell & McClesey
Forum Cafeterias of Am.	Cafeteria	..	..	..	..	..	..	..	..	..	..	4	4	R. J. Potts, Calkins & Holden
Foster, Myron Orchards Co.	Fruits	..	..	..	..	..	..	..	..	..	..	..	1	Pacific Nat'l Adv.
Foster Products	Tables	..	..	..	..	..	..	1	..	..	..	..	..	Maxwell Sackheim
Fox, Peter Brewing Co.	Beer	..	..	..	..	1	1	1	1	1	1	2	1	Carroll Dean Murphy
Frank, Wally, Ltd.	Pipes	..	..	..	..	..	..	..	..	..	..	1	..	Huber Hoge
Frankenmuth Brewing Co.	Beer	1	1	1	1	1	1	2	2	..	..	..	..	Fred M. Randall
Franklin Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	..	1	Byer & Bowman
Free State Brewery Corp.	Beer	..	..	..	..	..	..	1	1	1	1	..	..	I. A. Goldman
Freeman Certi-Fresh Foods	Foods	..	..	..	..	..	..	..	..	..	..	..	1	The Bogert's
French Sardine Co.	Tuna	..	..	..	..	..	..	1	1	1	1	1	1	Rhodes & Davis
French, R. L., Co.	Bird Food	..	..	..	..	..	..	..	..	..	..	..	1	Richard A. Foley
Friend Brothers	Beans	..	..	..	..	..	..	..	1	1	1	1	1	Ingalls-Miniter
Fritos Co.	Fritos	..	..	..	..	..	..	..	..	1	2	3	3	Glenn Agency
Fritos Co. of So. Ohio	Fritos	..	..	..	..	2	2	1	..	..	..	..	..	Haehnle
Fruit Industries	Vermouth	..	..	..	..	..	1	1	1	..	..	..	..	Schoenfeld, Huber & Green
Funk & Wagnall Co.	Encyclopedia	..	..	..	..	..	6	1	..	..	..	..	..	Leonard
Funstens Pecans	Nuts	..	..	..	..	..	..	..	..	..	..	3	..	Direct
G. H. P. Cigar Co.	Cigars	..	..	..	..	1	3	2	3	3	1	..	..	Aitken-Kynett
Galey & Lord, Inc.	Fabrics	..	..	..	..	..	..	..	..	..	3	3	2	Hirshon-Garfield
Gaines Dog Food (GF)	Dog Food	..	..	1	..	..	..	..	..	..	..	..	..	B & B
Gallo E. & J. Winery	Wine	..	..	1	1	..	2	1	1	1	1	1	1	Harrington-Whitney-& Hurst
Galveston-Houston Breweries	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Ruthrauff & Ryan
Garrett & Co.	Wine	1	1	1	1	1	1	1	..	..	..	..	..	Ruthrauff & Ryan
Gates Contracting Co.	Sash	2	..	..	..	..	..	..	..	..	..	..	..	Courtland D. Ferguson
Geier Tru-Rest Mattresses	Mattresses	..	..	..	..	..	..	..	..	..	..	1	..	Direct
General Baking Co.	Bond Bread	..	3	4	4	4	3	3	3	3	3	5	6	BBDO
General Electric Co.	Lamps	3	1	1	..	..	..	..	..	1	..	..	..	BBDO
General Foods Corp.	Foods	2	2	2	1	2	2	2	2	2	17	23	29	Y & R, B & B
General Ice Cream Corp.	Dairy Products	..	..	..	..	..	..	..	..	..	..	1	6	McKee & Albright
General Motors	Institutional	..	1	..	..	..	..	..	..	..	..	..	..	
Chevrolet Div.	Chevrolet Cars	9	..	..	..	..	..	..	..	..	..	1	1	Campbell-Ewald
Buick Div.	Buick Cars	..	..	..	..	..	..	..	1	..	..	..	..	Campbell-Ewald
Oldsmobile Div.	Oldsmobile Cars	..	..	..	..	..	..	30	36	36	36	36	33	D. P. Brothers
Pontiac Div.	Pontiac Cars	..	1	..	..	..	..	..	..	..	1	3	29	D. P. Brothers
General Mills, Inc.	Food Products	1	1	1	1	1	1	..	..	..	4	6	4	D-F-S
General Time Instrument Corp.	Clocks	..	1	1	1	1	1	2	2	2	3	3	3	B B D & O
General Tire & Rubber Co.	Tires & Tubes	..	..	..	..	..	..	..	..	1	1	..	1	Havenor
General Woodcraft Co.	Windows	..	..	..	..	..	..	..	..	..	..	1	1	Reiss & Gersten
Genessee Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	..	..	Direct
Gerber, R. & Co.	Foods	..	..	..	..	..	..	1	1	1	1	1	2	Newby & Peron
Gerity-Michigan Corp.	Dishmasters	..	..	..	..	..	..	..	1	1	1	3	3	Clark & Rickert
Gettleman Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Scott, Inc.
Gillette Safety Razor Co.	Toni Div.	..	..	..	..	..	..	..	..	..	..	1	..	Foote, Cone & Belding
Gioia Macaroni Co.	Macaroni	..	..	..	..	..	..	..	..	..	..	2	2	Storm Adv.
Globe Brewing Co.	Beer	4	3	2	2	2	2	2	3	3	4	4	4	Joseph Katz
Gluek Brewing Co.	Beer	..	..	..	..	..	1	1	2	2	2	1	1	Vance Pidgeon
Goebel Brewing Co.	Beer	..	..	..	2	2	2	2	2	2	1	1	1	Brooke, Smith French & Dorrance
Gold Medal Candy Co.	Candy	..	..	..	..	1	..	..	..	..	..	1	1	Donahue & Coe
Good Foods, Inc.	Peanut Butter	..	..	..	1	1	1	1	1	1	1	1	..	Y & R
Goodall Co.	Men's Shirts	..	..	2	12	17	16	3	..	..	..	..	..	Ruthrauff & Ryan

(Continued on Telecasting 40)

FOR MUSIC IN *Television*

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The BMI license with television stations—in effect since 1940 and for the next ten years—covers all performances both live and mechanical and whether by means of records, transcriptions, or film soundtrack.

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SPOT ADVERTISERS

(Continued from Telecasting 39)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Goodman, A., & Son	Noodles	..	..	..	..	..	..	..	..	..	..	1	1	Al Paul Lefton
Goodrich, B. F.	Tires & Tubes	..	..	..	..	1	1	1	1	1	1	1	1	BBDO
Goodyear Tire & Rubber Co.	Tires Tubes	..	..	1	2	4	6	6	6	6	6	4	..	Y & R
Gordon Chemical Co.	Starch	..	..	..	..	2	2	1	1	1	1	..	..	Al Paul Lefton
Grabowsky Cigar Co.	Cigars	1	..	..	..	..	..	..	..	..	..	..	..	Feigen Baum
Graf, John Co.	Soft Drinks	1	1	1	1	1	1	1	1	1	1	..	..	Al Herr
Grand Home Appliance Co.	Gas Ranges	1	..	..	..	..	..	..	..	..	..	..	..	Noble
Gravymaster Co., Inc.	Food	..	..	..	..	..	..	..	..	1	2	..	3	Samuel Cruet
Great A. & P. Tea Co.	Food	..	..	..	..	..	..	..	..	..	..	..	1	Direct
Great Lakes Greyhound Lines	Bus Transportation	..	..	..	..	..	..	..	..	..	..	1	..	Beaumont & Hohman
Green Spot, Inc.	Orangeade	..	..	..	..	..	..	..	..	2	1	1	1	P. J. Meany
Gretz, Wm. Brewing	Beer	1	1	1	1	1	1	1	1	2	2	2	2	Seberhagen
Greystone Press	Books	1	..	..	..	..	..	..	..	..	1	1	2	H. B. Humphrey
Griesedieck Bros. Brewery	Beer	..	..	..	..	1	1	1	1	1	1	1	1	McCann-Erickson
Griesedieck-Western Brewing	Beer	1	1	1	1	1	1	1	1	1	1	1	1	R & R
Griffith Labs., Inc.	Spices	..	..	..	..	..	..	..	..	1	4	3	1	C. W. Muench
Griggs, Cooper & Co.	Foods	..	1	1	..	..	..	..	..	..	..	..	..	Melamed-Hobbs
Groeschel & Son	Heating Equipment	1	1	1	1	1	1	..	..	..	..	..	..	Dayton, Johnson & Hacker
Grove Lab., Inc.	Cold Tablet	..	..	..	..	..	..	..	..	..	1	..	..	Harry B. Cohen
Groveton Paper Co.	Tissues	..	..	..	..	..	..	..	1	..	..	..	..	Paris & Peart
Gruen Watch Co.	Watches	..	..	..	..	..	1	1	..	..	..	..	..	Grey
Guardian Tobacco Co.	Cigars, Cigarettes	..	..	..	..	..	..	..	..	..	1	..	..	Global Adv.
Gulf Brewing Co.	Beer	..	..	1	1	1	1	1	1	1	2	2	3	Wilhelm, Laughlin
Gunther Brewing Co.	Beer	2	4	5	5	5	5	5	5	6	6	6	6	R & R
Haberle Congress Brewing	Beer	..	..	..	..	..	1	1	1	1	1	1	1	Coe
Habitant Soup Co.	Soup	..	..	..	..	..	..	..	..	..	..	1	1	Sheldon, Quick & McElroy
Hackers Brewing Co.	Beer	..	..	..	..	2	2	2	2	2	..	..	..	Hoag & Provendie
Haffenreffer & Co.	Ale	1	1	1	1	1	1	1	1	1	1	1	1	Cabot
Halliburton Co.	Luggage	..	..	..	..	..	..	..	..	..	..	..	1	McNeill & McCreery
Hallicrafters Co.	Radios, TV Sets	1	1	1	1	..	..	..	..	..	..	..	1	Direct
Hamilton Mfg. Co.		..	..	..	..	..	1	..	..	..	..	..	..	
Hamilton Watch Co.	Watches	..	..	..	..	..	1	1	1	1	1	1	17	Foltz-Wessinger, BBDO
Hamm, Theodore, Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	2	2	Campbell-Mithun
Handmacher-Vogel	Suits	..	1	10	25	21	..	..	..	..	..	..	..	Zan Diamond
Hand Knit Hosiery Co.	Hosiery	..	..	..	..	..	..	..	..	..	1	1	..	Scott
Hand, Peter, Brewing	Beer	..	..	..	1	1	1	1	1	1	1	1	1	BBDO
Hanser, John Soap Co.	Soap Flakes	1	1	1	1	1	1	1	1	1	1	1	1	Stone-O'Halloran
Harris Hardware & Mfg. Co.	Roller Skates Bicycles	..	..	..	..	14	9	..	..	..	..	..	..	Kieswetter, Wetterau & Baker
Hathoway Bakeries	Bread	..	..	..	..	..	..	..	..	..	3	3	3	Bresnick & Solomont
Heide, Henry, Inc.	Candies	..	..	..	..	1	1	1	1	1	1	1	1	Kelly, Nason
Harris, Sam, Packing Co.	Meats	..	..	..	..	..	1	..	..	..	..	..	..	Caldwell, Larkin
Heidelberg Brewing Co.	Beer	1	..	..	..	..	..	..	..	..	..	..	..	Robert Acomb
Helmco-Lacy, Inc.	Coffee-Maker	..	..	..	..	..	..	..	..	..	..	1	1	Shrout Assoc.
Herrschner, F., Co.	Needlecraft Goods	..	..	1	..	..	..	..	..	..	..	..	..	Phil Gordon
Heurich, Christian Brewing	Beer	..	3	3	1	1	1	1	1	1	1	1	1	H. J. Kaufman
Hill Shoe Co.	Shoes	1	1	1	1	1	1	1	1	1	1	1	1	Solis Cantor
Hills Brothers Co.	Foods	..	..	..	..	..	1	1	1	1	1	2	2	Blow
Hircon Corp.	Tueltral	..	..	..	..	..	..	..	..	..	..	1	1	G. M. Basford
Hock, Phil J.	Soup	..	..	..	..	..	..	3	2	2	..	..	..	Haehnle
Hoffman Beverage Co.	Beverages	..	..	..	..	1	2	2	2	2	1	1	1	Warwick & Legler
Hoffman Radio Corp.	TV Sets	..	..	1	1	1	2	2	3	3	4	3	4	Smith, Bull & McCreery
Hohenadel Brewery	Beer	..	..	..	1	1	2	2	2	2	2	2	2	Martin
Holsum Products Div. of Jewett & Sherman	Peanut Butter	..	..	..	..	1	..	..	..	..	..	..	..	Klau-Van Pieterson-Dunlap
Home Brewing Co.	Beer	..	1	1	1	1	1	1	1	1	1	1	1	Direct
Home Container Corp.	Fresh Water	..	..	..	..	..	..	..	..	..	..	1	4	Guild, Bascombe & Bonfigli
Homestead Brewery Co.	Beer	..	..	..	..	1	1	1	1	1	1	..	..	F. A. Ensign
Honor Brand Frosted Foods	Food	..	..	..	..	..	..	..	..	..	1	1	..	Kelso Norman
Hood, H. P., & Sons	Milk	..	..	..	..	2	..	..	..	..	..	..	..	Harold Cabot

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Hoover Co.	Vacuum Cleaners	..	..	1	1	1	..	..	..	..	..	..	..	Leo Burnett
Hopkins & Hopkins Pharmaceutical Co.	Cold Tablets	..	..	..	..	..	..	..	..	..	..	..	1	Lee Ransdell
Horlacher Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	1	1	Direct
Horlicks Corp.	Malted Milk	..	..	1	1	3	3	3	2	2	..	..	..	Leo Burnett
Hornung Brewing Co.	Beer	1	1	1	1	1	..	..	..	..	2	1	1	Clements
Horowitz Bros. & Margareten	Foods	..	..	1	1	..	..	..	..	..	..	..	..	Advertisers Broadcasting Co.
Hotel New Yorker	Hotel	..	..	4	4	4	..	..	..	..	..	..	..	Peter Hilton
House of Myers	Cutlery	..	..	..	..	..	..	..	..	..	..	..	1	Huber Hoge
House of Old Molineaux	Wine	..	..	..	..	..	..	..	..	..	4	3	3	Morris F. Swaney
Household Finance Corp.	Loan Service	1	1	1	1	1	3	3	5	5	3	2	1	LeValley
Hudepohl Brewing Co.	Beer	1	1	1	2	2	1	1	..	1	1	1	2	L. F. McCarthy
Hull Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Direct
Humble Oil and Refining Co.	Petrol Prod.	..	..	..	..	..	..	..	..	1	2	2	3	Wilkinson-Schiwetz
Hunt Foods Co.	Foods	..	..	..	..	..	..	..	..	..	..	..	1	Y & R
Hunter Packing Co.	Meats	..	..	..	..	..	..	..	..	..	..	1	1	Jim Baker
Hygrade Food Products	Soap	..	..	..	..	..	..	..	..	..	..	1	1	Zan Diamond
I. D. E. A. Co.	Signal Booster	..	..	..	..	..	..	..	..	..	..	1	..	H. B. Humphrey
Ideal Novelty & Toy Co.	Toys	..	..	..	..	..	..	..	..	..	3	7	7	Atlantic
Illinois Baking Corp.	Safe-T Cones	..	..	..	..	..	1	1	1	..	..	..	..	W. B. Doner
Illinois Bell Telephone	Long Distance	..	..	..	..	..	..	..	..	..	2	1	..	N. W. Ayer
Illinois Meat Co.	Cornbeef Hash	..	1	1	1	..	..	..	..	..	..	..	..	Arthur Meyerhoff
Independent Halvah Candies	Candy	2	..	..	..	..	..	..	..	..	..	..	..	Louis Schecter
Independent Milwaukee Brewery	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Rieselbach
Industrial Tape Corp.	Tape	..	1	1	1	1	1	..	..	..	..	..	..	Kenyon & Eckhardt
Infra Appliance Corp.	Health Lamps	1	1	..	..	..	..	..	..	..	..	..	..	William & Saylor
Ingber Hand Bags, Inc.	Hand Bags	..	..	..	..	..	..	..	..	..	..	1	..	Fellman Assoc.
Inkograph Co.	Pens	..	..	..	..	..	..	..	..	2	2	2	1	S. R. Leon
Int'l Milling Co.	Flour	1	1	1	1	1	1	1	..	..	..	..	..	H. W. Kastor
Int'l Mineral & Chemical Corp.	Accent	..	..	..	..	..	..	2	..	..	..	..	..	J. Walter Thompson
Int'l Salt Co.	Salt	..	..	..	1	..	..	..	..	..	..	..	..	J. M. Mathes
Int'l Shoe Co.	Shoes	..	..	..	..	..	..	..	7	8	8	9		Henri, Hurst & MacDonald
Interstate Bakeries	Bread	..	..	..	..	..	..	1	..	..	1	5		Brisacher-Wheeler & Staff
Iroquois Beverage Co.	Beer	..	..	1	1	1	1	1	1	..	..	..	..	Baldwin, Bowers & Strachan
Ironrite Ironer Co.	Ironers	..	1	..	..	12	12	12	..	..	8	11	14	Brooke, Smith, French & Dorrance
Italian & French Wine Co.	Wines	..	..	..	..	..	..	..	1	1	1	1	1	Ellis
Jackson Brewing Co.	Beer	1	1	1	1	1	1	1	1	1	1	1	1	Fitzgerald
Jax Ice & Cold Storage Co.	Beer	..	1	..	..	..	..	..	..	..	..	..	..	Winius-Drescher-Brandon
Jenny Mfg. Co.	Gas & Oil Burners	..	..	..	1	2	2	2	..	..	..	..	..	Griswold-Eshleman
Jiffy Products	Stands	3	5	5	5	..	..	..	..	..	..	..	..	Martin & Andrews
Johnston, Robert, A., Co.	Candy	..	1	1	1	1	2	..	..	..	..	..	..	Monk & Assoc.
Johnson, S. C. & Son	Wax Products	..	..	1	2	2	2	1	1	1	1	1	1	Needham, Louis & Brorby
Juengling & Son	Meats	1	1	1	1	1	2	2	2	2	1	3	..	Wm. F. Holland
Juilliard, A. D., & Co.	Woolens	1	..	..	..	..	..	..	..	..	..	..	..	Ted Black
Kaisers Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	1	..	Gotham
Kaiser-Frazer Co.	Cars	..	..	..	..	..	..	..	14	16	16	2	..	Weintraub
Keeley Brewing Co.	Beer	..	..	..	..	..	1	1	1	..	3	4	4	Schwimmer & Scott
Kendall Mfg. Co.	Soapine	..	..	..	2	2	1	1	2	3	4	5	5	Bennett, Walther & Menadier
Kennedy Car Liner & Bag Co.	Bowl Covers	..	..	..	..	..	..	..	2	2	..	..	..	Caldwell, Larkin
Kestenman Bros. Mfg. Co.	Watch Bands	..	..	..	..	..	3	6	5	5	3	..	..	Gordon Schonfarber
Kidder, Peabody & Co.	Investments	..	..	..	..	..	..	..	..	..	..	..	1	Harry M. Frost
Kiekhafer Corp.	Outboard Motors	..	1	..	..	..	..	..	..	..	..	..	..	Jim Baker & Assoc.
Kitchen Art Foods	Foods	1	1	1	1	..	..	..	..	..	..	1	1	Schwimmer & Scott
Klein Chocolate Co.	Candy	..	..	..	..	..	..	..	..	..	..	..	1	Direct
Klever Kook Food Co.	Flour	..	..	..	..	..	..	..	..	..	..	1	1	Lockwood-Shackelford
Koerber Brewing Co.	Beer	..	..	..	..	1	1	1	1	1	1	..	..	Direct

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Kool-Vent Metal Awning Co.	Awnings	4	4	..	..	..	..	..	..	..	..	..	..	Marshall Hawks
Kretschmer Corp.	Cereals	..	..	..	..	..	..	..	..	1	1	1	..	Gleason
Kreisler, Jacques, Mfg. Co.	Jewelry	1	1	..	..	..	..	..	..	..	..	..	..	Grey
Kress Fat Dairy	Dairy Products	1	1	1	1	..	..	..	..	..	..	..	..	Direct
Kroehler Mfg. Co.	Furniture	..	..	..	..	..	..	..	4	1	..	..	..	Henri, Hurst & McDonald
Kroger Co.	Foods	1	..	..	..	..	..	..	..	..	2	3	3	Ralph Jones
Krueger, G., Brewing	Beer	1	1	1	1	1	..	..	..	..	1	..	1	Geyer, Newell & Ganger
Lamont, Corliss Co.	Cocoa	..	..	2	2	2	..	..	..	1	6	9	9	Cecil & Presbrey
Lampel Fashions	Clothing	..	..	..	..	..	..	..	1	2	..	..	..	Abbott Kimball
Langendorf United Bakeries	Bread	..	..	..	..	..	..	..	1	6	7	7	7	Biow
Larus Tobacco Co.	Lords Cigarettes	..	1	1	1	1	1	..	..	..	..	..	..	Kiesewetter, Wetterau & Baker
Lan-O-Sheen, Inc.	Cleaner & Soap	..	..	..	..	..	..	..	..	..	1	1	2	Melamed-Hobbs
La Touraine Coffee	Coffee	..	..	..	..	..	..	..	..	1	1	1	1	Ingalls-Miniter
Lay, H. W., & Co.	Potato Chips	2	3	4	4	3	3	2	3	3	5	7	7	Liller, Neal & Battle
Lee, W. W.	Cold Remedy	1	1	1	..	..	..	..	..	..	..	..	..	George R. Nelson
Lehn & Fink Prod. Corp.	Lysol	..	1	2	2	3	3	3	3	3	3	3	3	Lennen & Mitchell
	Perfumes	1	1	..	..	..	..	..	..	..	..	..	..	Grey
Leisy Brewing Co.	Beer	2	3	3	2	2	2	2	2	2	2	2	1	McCann-Erickson
Lewis Food Co.	Dog Food	..	1	..	1	4	4	3	4	3	5	7	7	Rockett-Lauritsen
Lever Bros.	Silver Dust	..	..	..	..	3	..	..	..	..	..	..	..	Sullivan, Stauffer, Colwell & Bayles
Lewis, Edgar P., & Sons	Candy	..	..	2	2	2	..	..	..	..	..	..	..	Alley & Richards
Lewis, I., Cigar Mfg. Co.	Cigars	..	1	1	1	1	1	..	..	..	..	..	..	Lewis
Lewis Hotel Training School	School	..	..	2	2	1	..	..	..	..	..	..	..	Kaplan & Bruck
Lewis-Howe Co.	Tums	6	6	5	..	..	..	..	..	..	..	..	..	Ruthrauff & Ryan
Liebmann Breweries	Beer	..	..	..	..	..	..	4	4	..	1	..	..	Foote, Cone & Belding
Lifetime Stainless Steel Corp.	Kitchenware	..	..	..	..	1	1	..	..	..	..	..	..	James Thomas Chirurg
Liggett & Myers Tobacco Co.	Chesterfields	27	19	16	17	8	7	6	6	5	4	2	1	Newell-Emmett
Linmop Mfg. Co.	Mops	..	..	..	..	..	..	..	..	..	..	1	..	
Little Crow Milling Co.	Cocoa Wheats	..	..	..	..	..	..	..	..	..	..	1	..	Rogers & Smith
London Character Shoes	Shoes	..	..	..	..	..	..	1	1	1	1	..	..	Morton Freund
Loft Candy Corp.	Candy	..	1	1	1	1	..	..	..	..	..	..	..	L. C. Gumbinner
Logan, Jonathan, Inc.	Dresses	..	..	..	..	1	..	..	..	..	..	..	..	Sterling
Lohrey's Pork Products, Inc.	Pork	..	..	..	..	..	..	3	2	2	..	..	..	Direct
Lordhill Mfg. Co.	Men's Clothing	1	1	..	..	..	..	..	..	..	..	..	..	Bloch
L'Orle Parfums, Inc.	Perfumes	..	..	..	..	1	..	..	..	..	..	..	..	Lew Kashuk
Lorillard, P. & Co.	Old Gold	..	..	..	..	..	..	2	3	4	4	3	3	Lennen & Mitchell
Lowenels, Frederick E., & Son	Butter	..	..	..	..	1	1	..	..	..	..	..	..	Al Paul Lefton
Luft, Geo. F., Co.	Cosmetics	..	..	..	..	..	..	..	..	..	..	..	1	Warwick & Leger
M. J. B. Co.	Coffee	..	..	..	..	..	3	4	4	4	4	4	1	B B D O
Madera Bonded Wine & Liquor	Wine	..	..	1	1	1	1	1	1	2	2	2	2	Joseph Katz
M & M Ltd.	Candy	..	1	1	..	..	..	..	..	..	..	..	..	Lynn Baker
Mac Millan Petroleum Corp.	Gas, Oil	..	1	1	1	3	3	1	..	..	..	..	..	Marketers Inc.
Magnavox Co.	Radios	1	1	1	1	1	1	1	1	1	..	..	..	Direct
Mail Pouch Tobacco Co.	Tobacco	..	..	..	..	..	..	..	..	..	1	1	1	Walker & Downing
Mangels Herold Co.	Syrup	..	1	1	1	1	1	..	..	1	2	2	3	H. W. Buddemeier
Manischewitz, B., Co.	Wine	..	..	..	..	1	..	..	..	..	..	..	..	A. R. Landau
Mann's Potato Chip Co.	Food	1	1	..	..	..	..	..	..	..	..	..	..	Courtland D. Ferguson
Marlin Firearms Co.	Razor Blades	..	1	1	1	1	1	1	1	1	1	..	..	Craven & Hedrick
Mars, Dave, Inc.	Advertising	1	..	..	..	..	..	..	..	..	..	..	..	Direct
Maryland Optical Co.	Glasses	1	..	..	..	..	..	..	..	..	..	..	..	Maurice Chessler
Mason, Au & Magenheimer	Candies	1	1	1	1	1	..	..	..	..	1	5	8	Moore & Hamm
McCall Corp.	Magazines	..	..	..	..	1	2	..	..	..	..	..	..	Federal
McCall Corp.	SunTan Lotion	..	..	..	..	..	9	8	2	..	..	..	..	Benton & Bowles
McKesson & Robbins, Inc.	Yodora Deodorant	..	..	..	..	..	..	..	..	1	1	1	1	J. D. Tarcher
Meck, John, Industries	TV Sets	..	..	..	..	..	..	..	..	..	1	..	..	Frank Nasher
Megowan Educator Food Co.	Crax Crackers	..	..	..	..	1	1	1	1	1	1	..	..	Duane Jones
Merrill Lynch, Pierce, Fenner & Bean	Instrument Service	1	1	..	..	..	..	..	..	..	..	..	..	Albert Frank-Guenther Law
Meletio Sea Food Co.	Dressing	..	..	..	..	..	..	..	..	2	1	3	..	Oakleigh R. French

(Continued on Telecasting 42)

Memo to TBA people meeting in New York Feb 8

Here are two fellows you should know if you want to know more about the amazing WTTV operation in

Bloomington, Indiana *

LYNN L. BARNARD,
of Barnard & Thompson, Inc.,
299 Madison Avenue, New York,
National Representatives for
Station WTTV.

LYLE WARRICK,
of Bloomington, is special events director on the staff of WTTV-WTTS and is familiar with all phases of station operation.

Both will be attending the
TELEVISION BROADCASTERS ASSOCIATION
clinic in the Waldorf February 8th

*Bloomington, the home of Indiana University, is a county seat town of 20,000, the smallest city in the nation with TV. A sister station to WTTS (leading AM station in the area) WTTV goes in heavily for sports coverage and local programming, featuring home-town talent.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS — A Regional Station on the Air 20 Hours a Day

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

WTTV — Indiana's Second TV Station

Owned and Operated by Sarkes and Mary Tarzian

SPOT ADVERTISERS

(Continued from Telecasting 41)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Meltaway Plan, Inc.	Reducing	..	..	..	..	..	..	1	..	..	..	..	..	..	..	Walter L. Rukert
Metal Textile Corp.	Metal Knitted Prod.	..	..	..	..	..	..	..	..	..	1	1	1	1		Frank Fader
Metal Tile Prod.	Alumitile	..	..	..	..	..	..	..	..	..	..	7	1	..		International
Miami Packing Co.	Shrimp	..	..	..	..	..	5	5	..	..	..	..	..	..		Scheck
Michigan Beet Sugar Assn.	Sugar	..	..	..	..	..	..	..	..	..	..	..	1	1		Zimmer-Keller
Michigan Bell Tel. Co.	Telephone Service	..	..	..	..	..	..	3	3	3	3	3	3	3		N. W. Ayer
Michigan Mutual Liability Co.	Insurance	..	..	1	1	..	..	..	..	..	..	..	..	..		Wm. Denman
Milani, Louis, Foods	Salad Oil	..	..	..	..	..	..	..	1	4	9	10	10			Jordan Adv.
Miller-Becker Co.	Beverages	1	1	1	1	1	1	1	2	2	2	2	2			Lang, Fisher & Stashower
Miller Brewing Co.	Beer	..	..	..	1	2	2	2	2	2	1	..	1			Klau-Van Pietersen Dunlap
Minneapolis Brewing Co.	Beer	..	..	..	..	..	..	1	1	1	1	1	1			BBDO
Minnesota Mining & Mfg. Co.	Scotch Tape	..	1	1	2	3	3	3	2	2	11	14	11			BBDO
Minnesota Valley Canning Co.	Vegetables	..	1	..	1	3	3	3	2	2	1	3	..			Leo Burnett
Minute Mop Co.	Mops	..	..	..	..	..	..	..	..	..	2	2	3			H. J. Kaufman
Minwax	Wax	..	..	..	..	..	..	..	..	..	..	..	1			R. T. O'Connell
Mitchell Mfg. Co.	Air Conditioning	..	..	..	..	..	1	..	..	..	..	..	..			Jones Frankel
Modern Food Process Co.	Dry Food	..	..	3	4	3	3	2	5	4	..	..	..			Clements
Montag Stove & Furnace Works	Furnaces	1	1	1	..	..	..	..	..	..	..	..	..			Pacific National
Montenier, Jules, Inc.	Deodorant	..	..	..	..	..	..	..	4	3	2	..	..			Earle Ludgin
Montgomery, Wm., Co.	Coffee	..	..	..	..	..	..	..	..	..	..	..	2			Van Sant & Dugdale
Moran Audiphone Co.	Hearing Aids	1	1	1	1	..	..	..	..	..	..	..	..			Moore & Hamm
Morris Furniture Mfg.	Furniture	1	2	..	..	..	..	..	..	..	..	..	..			J. B. Kiefer
Morris, Philip, & Co.	P. M. Cig.	14	17	20	22	20	20	22	16	15	16	18	16			Biow Co.
Morrison Co.	Lem	..	..	2	2	1	1	..	..	..	..	..	..			Martin & Andrew
Morton Mfg. Co.	Kitchen Cabinets	..	..	..	..	..	..	..	..	..	1	1	1			Hamilton
Motorola, Inc.	Radios & TV Sets	1	2	2	1	..	..	..	..	..	..	..	..			Gourfain-Cobb
Mountain States Distributors	Radios	..	1	1	1	1	1	1	1	..	..	..	..			Direct
Mountain States Mutual Casualty Co.	Insurance	..	..	..	..	..	..	..	..	..	1	..	..			Direct
Murphy Labs.	Soap	2	1	1	..	..	..	..	..	..	..	..	..			Martin & Andrews
Murphy & Miller Ice Machine Co.	Air Conditioning Equip.	1	2	2	1	2	2	3	3	3	3	1	2			A. Meyerhoff
Mutual Benefit Health & Accident Ins. Co.		..	..	..	..	..	1	1	..	..	..	..	..			E. L. Brown
Myers, P. R., Co.	Raincoats	..	..	..	..	..	..	1	..	..	..	..	..			H. C. Morris
Myro Mfg. Co.	Stove Polish	..	..	..	..	..	..	..	..	..	..	1	1	1		Loise Mark
Nackman, L., & Co.	Housecoats	1	..	..	..	..	..	..	..	..	..	..	..	..		Fashion Adv.
Narrangansett Brewing Co.	Ale & Beer	2	2	2	3	3	3	3	3	4	4	4	4			Standish
Nash-Kelvinator Corp.	Elect. Appliances	2	3	3	5	9	7	1	1	..	..	..	..			Geyer, Newell & Ganger
Nat'l Assn. of Hairdressers & Cosmetologists		..	..	..	1	..	..	..	..	..	..	..	..			Bozell & Jacobs
National Auto Trasp. Assn.	Auto Transportation	..	..	..	..	..	..	..	..	..	..	1	..	..		Derman & Betteridge
National Biscuit Co.	Potato Chips	..	..	..	..	..	..	3	..	..	..	..	..	..		McCann-Erickson
National Brewing Co.	Beer	3	3	3	3	2	3	2	3	3	..	6	6			Owen & Chappell
National Candle Co.	Candles	1	1	1	1	1	1	1	1	1	1	1	..			Carlo Vinti
National Dairy Products Corp.	Dairy Prod.	..	..	..	..	..	..	..	..	..	..	..	1			Baldwin, Bowers & Strachan
National Die Casting Co.	Appliances	..	1	1	..	1	..	..	..	..	..	..	..			O'Grady-Anderson
National Plywoods, Inc.	Amerwood	1	1	1	..	..	..	..	..	..	..	..	..			MacDonald-Cook
National Tea Co.	Foods	..	..	..	1	..	1	1	1	1	1	1	1			Direct
Nebraska Cons. Mills	Flour	1	1	1	1	..	..	..	..	..	..	..	..			Simon & Gwynn
New York Central RR	Transportation	..	..	..	..	3	4	4	4	4	4	4	4			F. C. & B
N. Y. State Democratic Committee	Political	..	..	..	..	..	..	..	..	..	..	2	..			Biow Co.
Niresk Industries	Knives	..	..	..	..	..	..	..	..	..	2	..	1	1		Robert Kahn & Assoc.
Noma Electric Corp.	Xmas Tree Lights	..	..	..	..	..	..	..	..	..	..	..	23			Albert Frank-Gunther Law
Norcross Co.	Greeting Cards	..	..	..	..	..	..	..	..	..	7	..	..			Abbott Kimball
No. Calif. Elec. Bureau	Appliances	..	1	1	..	..	..	..	..	..	..	..	..			J. S. Frickelton
Novelty Mart Co.	Toys	..	..	..	..	..	..	..	..	..	1	..	..			Huber Hoge
Nu Enamel Co.	Paint	..	..	4	5	5	4	..	..	..	..	..	..			Century
Nu Fab Corp.	Miracloth	..	..	..	..	..	1	..	..	..	..	..	..			Campbell-Mithun
NuTone, Inc.	Chimes	1	..	..	..	..	..	..	..	..	..	..	..			Erwin, Wasey
O'Brien Corp.	Paints	..	..	..	1	..	..	..	1	1	..	..	..			Carter, Jones & Taylor
O'Cedar Corp.	Mops	..	..	..	..	..	..	..	..	..	2	3	4	4		Y & R
Odell Co.	Hair Tonic	..	..	..	1	1	1	..	..	..	..	..	..			Gumbinner
O'Donnell, E. M., Co.	Refrigerators	..	1	..	..	..	..	..	..	..	..	..	..			Direct
Oertel Brewing Co.	Beer	..	..	..	1	1	1	1	2	2	2	2	2			M. R. Kopmeyer
Ohio Oil Co.	Motor Oil	..	..	..	..	..	..	1	1	2	2	2	2	1		Stockton-West-Burkhart
O'Keefe's, Inc.	Beer	..	1	1	1	1	1	1	2	2	2	5	5			Armand S. Weill
Old Monastery Wine Co.	Wine	..	..	..	..	..	..	..	..	..	..	..	1	1		Cronaed
Old Reading Brewery	Beer	..	..	..	..	..	..	..	1	1	1	1	1			Aitken-Kynett
Omar Inc.	Bakeries	..	..	..	..	..	..	..	1	..	..	..	..			Fitzmaurice & Miller
Onondaga Silk Co.	Fabrics	..	..	..	..	1	..	..	..	..	..	..	..			Moselle & Eiser
Ortlieb Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	..	..			Sam. Taubman
Owen & Minor Drug Co.	Hair Tonic	1	1	..	..	..	..	..	..	..	..	..	..			Direct
Pabst Sales Co.	Beer	..	1	1	3	4	5	5	3	2	9	..	..			Warwick & Legler
Pacific Co.	Stocks & Bonds	..	..	..	..	..	..	1	..	..	..	..	..			Foote, Cone & Belding
Pacific Mutual Life Ins. Co.		..	..	..	..	2	2	..	..	..	..	..	..			Redding
Packard Motor Car Co.	Autos	1	1	1	1	1	1	1	..	..	..	..	..			Young & Rubicam
Packard-Bell Co.	Radios	1	..	..	..	..	..	..	..	..	..	..	..			Abbott Kimball
Padre Vineyard Co.	Wines	..	..	..	..	..	..	..	..	..	1	1	1			Smalley-Levitt Smith
Pal Blade Co.	Razor Blades	..	..	..	..	1	1	..	..	..	..	..	..			Al Paul Lefton
Paramount Pictures Corp.	Movies	1	..	..	..	..	..	..	..	..	..	..	..			Buchanan & Co.
Parker Pen Co.	Pens	..	..	..	..	..	..	..	..	..	3	2	3	3		J. W. T.
Pate Oil Co.	Petroleum Products	..	1	1	1	1	1	1	..	..	..	..	..			Al Herr
Paton, John G., Co.	Honey	1	3	3	2	1	..	..	..	..	..	..	..			Peter Hilton
Paulk, Hugh Clay	Dress-Ezy	..	..	..	..	..	..	..	..	..	..	1	..			Phillips, Reick & Fardon
Paxton & Gallagher	Coffee	..	..	..	..	..	..	..	..	..	1	..	1	1		Buchanan-Thomas
Pedlick & Ford Ltd.	Paint	..	..	..	..	..	..	..	..	..	..	..	..	1		B B D O
Penn Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	1	..			Direct
Persi-Cola Bottlers of Chicago	Soft Drinks	1	..	..	..	..	..	..	..	..	..	..	..			Presba, Fellers & Presba
Pepsi-Cola Co.	Soft Drinks	..	..	..	..	..	..	..	..	..	9	9	10	4		Biow
Pequot Mills, Inc.	Sheets	1	1	1	1	1	3	3	2	1	5	..	..			Jackman & Co.
Perfection Stove Co.	Kitchen Ranges	..	..	..	..	..	..	..	..	..	1	1	1	..		McCann-Erickson

WOC **FIRST in the QUAD CITIES**

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 5,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

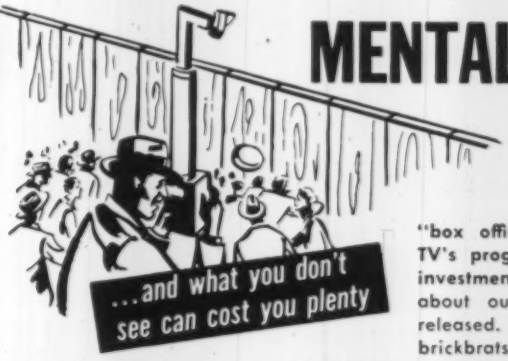
Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Personal Finance Co.	Loans	..	..	2	3	3	..	..	..	..	..	..	..	Bermingham, Castleman & Pierce
Personal Bonds Corp.	Tissues	..	..	..	..	..	..	..	..	..	..	..	1	N. W. Ayer
Pet Milk Sales Corp.	Canned Milk	..	..	..	1	1	1	2	..	2	1	3	..	Gardner
Peter Paul, Inc.	Candy	3	5	5	4	3	8	8	12	12	12	15	18	Brisacher Wheeler & Staff
Petri Wine Co.	Wine	..	..	..	..	..	..	..	..	..	2	6	8	Y & R
Petrol Corp.	Gas & Oil	1	..	..	..	..	..	..	..	..	..	..	..	McNeill & McCleery
Pfeifer Brewing Co.	Beer	..	..	..	..	..	..	..	1	1	..	..	..	Maxon
Philco Corp.	Radios, TV Sets	1	1	1	2	1	1	1	1	1	1	..	..	Hutchins
Phillips-Jones Corp.	Shirts	2	2	2	2	2	2	..	..	..	..	..	..	Grey
Phillips Packing Co.	Soups	..	..	1	2	2	2	4	3	3	2	4	1	Aitkin-Kynett
Phoenix Brewery Corp.	Beer	..	..	..	..	..	..	..	..	..	1	1	1	Ellis
Piel Bros. Brewing Co.	Beer	1	1	1	1	1	..	1	1	1	2	2	3	Wm. Esty
Pierce & Stevens Inc.	Varnish	..	..	..	..	..	1	..	..	..	..	..	..	Peter Hilton
Pillsbury Mills Inc.	Cake Mix	..	1	1	1	3	3	3	2	2	1	3	..	Leo Burnett
Pilsner Brewing Co.	Beer	..	..	..	1	1	1	..	..	..	1	1	1	Gregory & House
Pincus, B. S. Co.	Meat Prod.	2	2	2	1	1	1	1	1	1	1	1	1	Feigenbaum
Pioneer Rubber Co.	Gloves	..	..	..	..	..	..	..	..	..	..	1	..	Carr-Liggett
Pioneer Scientific Corp.	Polaroid TV Lens	21	26	25	21	19	18	20	19	21	16	26	27	Cayton
Pittsburgh Brewing Co.	Beer	..	1	1	1	1	1	1	..	..	2	2	2	Smith, Taylor & Jenkins
Plankington Packing Co.	Meat	1	1	1	1	1	1	1	1	1	1	1	1	Kramer-Kresselt
Plasti-Kate Inc.	Plastics	..	..	..	..	1	1	1	..	..	..	..	..	Ohio Adv.
Pocono Hosiery Mills	Hosiery	..	..	..	..	..	..	1	..	..	..	..	..	Maxwell Sackheim
Pomatex	Hair Dressing	..	..	..	..	..	..	..	..	..	1	..	..	Moore Hamm
Pomerantz, Esther	Dresses	1	..	..	..	..	..	..	..	..	..	..	..	Solis S. Cantor
Potter Drug & Chemical	Cuticura Soap	..	..	..	..	..	..	1	1	1	1	1	1	Atherton & Currier
Pressmaster Co.	Irons	..	..	..	..	..	..	..	..	..	..	1	1	Macauley
Prince Macaroni Mfg. Co.	Spaghetti	..	..	..	..	..	..	..	..	..	..	..	1	H. S. Rossi
Princeton Farms Popcorn	Popcorn	..	..	..	..	..	..	..	..	..	1	3	..	
Pritz Co.	Wall Cleaner	..	..	..	2	1	1	..	..	..	..	..	..	H. W. Fairfax
Procter & Gamble Co.	Tide	..	..	..	..	2	2	2	3	4	3	3	3	Benton & Bowles
Pro-phy-lac-tic Brush Co.	Tooth Brush	..	..	..	1	..	..	..	..	..	..	..	..	Lambert & Feasley
Progress Brewing Co.	Beer	..	..	..	..	..	..	1	1	1	1	1	1	George Knox
Pump-It Inc.	Bottle Top	..	..	..	..	..	..	1	..	..	..	..	..	Barton A. Stebbins
Purofied Down Products	Pillows	1	1	1	1	..	..	..	..	..	..	..	..	Bermingham Castleman Pierce
Pure Oil Co.	Gas & Oil	1	..	..	..	..	..	..	..	..	..	..	..	Leo Burnett
Purity Bakeries	Bread	..	..	..	..	..	..	..	..	2	..	1	1	Y & R
Quaker Oats Co.	Quaker Oats Cereal	..	..	..	..	..	..	..	..	1	5	5	5	Sherman & Marquette

(Continued on Telecasting 44)

YOU CAN'T SEE THE TELEVISION INDUSTRY THROUGH A MENTAL KNOTHOLE!



Bankers, Investors, Broadcasters, Advertisers, Agencymen, Film Producers: You know that there are no cheap mistakes in television. Yet everybody's convinced there's a gold mine in the TV sky somewhere. Wouldn't you like to have a radar map showing what's behind each TV cloud!

We haven't got such a map. But we have got a book... a big book full of specific figures about the size, shape and cost of national television. For instance, we figure it would cost $1,740,352,500 per year to run 4 TV networks consisting of 1200 stations for 70 hours per week.

It took six months of patient data gathering, factual research and thoughtful analysis to establish and document our figures and conclusions We do not ask you to accept them — in half an hour, using our formulas and your own best estimates of the facts, you can arrive at a *complete set of specific answers of your own about TV's future* as it affects your interests.

Our major objective was to devise a system of thinking about television — a means of reaching specific answers to the Billion Dollar Questions About TV. **How much will "National television" cost? Can Advertising pay for it? What will TV do to Sports? Movies? Radio? What about "box office" television? How can we break TV's program-cost bottlenecks? Is TV a good investment risk?** *An Uproar* has been buzzing about our heads ever since the study was released. The office is strewn with praise and brickbrats, but nobody has questioned the thoroughness or the thought-provocative scope of our analysis.

We Are Embarrassed because at the moment we have no copies of our research document-turned-best-seller. The first printing has gone — to radio and TV executives; advertisers and agency men; Hollywood studios; broadcasters; set makers; bankers; radio and TV artists and directors; to people in London, Mexico, Canada and places we never heard of. The general reaction was well summed up by a big TV advertiser who told us, "The three hours I spent reading your document was the most valuable 'television time' I ever expect to buy. It's worth many times the $5.00."

The second edition is at the printers... due off the presses immediately. If you want $5.00 worth of insurance against some million dollar mistakes you will want to read 'the best buy in television.'

Use this coupon — or write — for your copy, today!

THE FAUGHT CO. • 342 MADISON AVE. • NEW YORK 17, N. Y.

The Faught Company
342 Madison Avenue, New York 17, N. Y.

Please send me.....copies of "TELEVISION" at $5.00 (Tax incl.)

.....

.....

.....

Check Enclosed ☐ Bill Me ☐ Bill Firm ☐

SPOT ADVERTISERS

(Continued from Telecasting 43)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Quaker City Chocolate & Confectionery Co.	Candy	..	..	..	2	1	..	..	..	2	2	2	2	Adrian Bauer
Radio Best	Magazine	..	..	..	2	1	1	..	..	..	..	..	..	Bobley
RCA	Radio, TV Sets	3	5	2	2	2	2	1	1	1	..	..	..	J. Walter Thompson
Ranger Joe, Inc.	Cereal	1	1	1	1	2	2	..	..	..	2	2	2	Neal D. Ivey
Red Star Fertilizer Co.	Red Star Prod.	..	..	..	..	1	1	1	1	1	1	1	1	R. L. Randall
Red Top Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	2	5	4	Joseph Adv.
Reed & Barton	Silver	..	..	1	27	..	..	..	..	..	..	..	..	Badger & Browning & Hersey
Reed Candy Co.	Candy	1	1	..	1	1	1	..	..	..	..	..	..	Hill Blackett
Reddi-Wip Corp.	Cream Whipper	..	..	..	..	..	..	1	1	1	..	..	..	Ruthrauff & Ryan
Regal Amber Brewing Co.	Beer	..	..	..	..	1	1	1	1	1	..	2	5	Abbott Kimball
Regency Signal Booster	TV Booster	..	..	..	..	..	..	..	..	..	..	..	1	H. B. Humphrey
Renuzit Home Prod. Corp.	Cleaning Fluid	..	..	..	..	..	..	..	..	2	4	4	2	McCann-Erickson
Revere Copper & Brass Co.	Metal Products	..	..	..	..	..	..	..	..	1	1	2	1	St. George & Keyes
Revlon Products	Cosmetics	..	..	..	..	..	..	..	2	..	..	..	..	W. H. Weintraub
Rexall Drug Co.	Various Products	1	2	2	..	..	..	..	..	..	..	..	..	B B D O
Reynolds, R. J. Tob. Co.	Camel Cig.	..	..	1	4	9	10	11	9	6	2	2	1	Wm. Esty
Richfield Oil Corp.	Oil Prod.	..	..	..	..	..	1	10	6	3	6	6	5	Hixon-Jorgensen
Richter, F., Ad. & Co.	Drugs	..	..	..	..	..	..	..	..	..	1	1	1	Chas. W. Hoyt
Rhodes Pharmacal Co.	Imdrin	..	..	1	1	1	..	..	..	..	..	..	..	O'Neill, Larson & McMahon
Rich Products Corp.	Whip Topping	..	..	1	..	..	..	..	..	..	..	..	..	Roizen
Rich's Ice Cream	Ice Cream	1	1	..	..	..	..	..	..	..	..	..	..	Bowman & Block
Riesser Co.	Venida Products	1	1	..	..	..	..	..	..	..	..	..	..	Ralph Harris
Ritter, P. J. & Co.	Chili Sauce	3	3	..	..	..	..	..	..	..	1	2	2	Clements Co.
Ripley Clothes	Apparel	1	1	..	..	..	..	..	..	..	1	1	1	Bobley
Rival Mfg. Co.	Iron	..	..	1	1	1	1	..	..	..	..	..	..	Potts-Calkins-Holden
Rival Pack. Co.	Dog Food	..	..	..	6	7	11	2	4	11	20	24	21	Chas. Silver
River, Dan, Mills	Fabrics	1	..	..	..	..	..	..	..	..	..	..	..	John A. Cairns
Rochester Brewery	Beer	..	..	..	..	..	..	1	..	..	..	..	..	Ed. Wolff

nothing but smiles under our umbrella!

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-AM-FM
TELEVISION
REPRESENTED BY
JOHN E. PEARSON CO.

WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

Agency	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Roerig, J. B., & Co.	Toothpaste	..	..	..	..	..	2	1	..	2	..	..	1	1	Stanton B. Fisher
Ronson Art Metal Wks.	Lighters	24	25	27	27	28	31	32	32	32	34	37	38	Grey
Rosefield Packing Co.	Skippy Peanut Butter	..	..	..	..	..	3	2	1	1	1	1	1	Y & R
Rothmund, Eugene & Co.	Sausages	1	1	1	1	1	1	1	1	1	1	1	1	J. C. Dowd
Royal Dunloggin Dairy	Dairy Products	2	2	2	2	2	2	2	2	2	..	..	..	Alfred
Royal Typewriter Co.	Typewriters	6	..	..	..	..	..	..	..	..	..	..	..	Young & Rubicam
Rubsam & Horrman Brewing	Beer	..	..	..	..	..	1	1	1	1	1	1	1	Paris & Peart
Ruppert, Jacob Brewing, Co.	Beer	..	..	..	..	..	1	6	10	10	6	5	2	Blow
Rustcraft Pub. Co.	Greeting Cards	..	..	..	..	..	..	..	..	..	..	..	4	Grey
Rutherford Food Corp.	Food	..	..	..	..	..	..	..	..	..	..	1	1	Frank E. Whalen
S. O. S. Co.	Cleanser	..	..	..	..	1	4	5	7	7	6	7	4	McCann-Erickson
Safeway Stores	Food Markets	..	..	4	4	10	5	..	..	..	2	1	2	R & R
Sagner's, A., Son	Suits	..	..	..	..	1	2	..	..	..	..	..	..	I. A. Goldman
St. Louis Independent Packing	Meats	..	..	..	..	..	1	1	1	1	1	1	1	Gardner
San-Nap-Pak Mfg. Co.	Tissues	..	..	..	1	..	..	..	..	..	..	..	..	Federal
Sanson Hosiery Mills	Hosiery	..	..	..	1	..	..	..	..	..	..	1	..	Adrian Bauer
Schaeffer, F. M., Brewing Co.	Beer	1	1	2	2	2	2	2	2	2	..	1	..	BBDO
Schafer-Pfaff Co.	Cigars	1	1	1	1	..	..	..	..	..	..	..	..	Wm. E. Caldwell
Scheidt, Adam, Brewing	Beer	..	..	..	1	1	1	1	1	..	..	..	..	Lawrence Everling
Schick, Inc.	Shavers	..	..	..	..	..	..	..	..	2	3	32	36	31	BBDO
Schindler Peanut Prod.	Peanut Butter	1	1	..	2	2	2	2	2	2	2	3	4	3	G. D. Ferguson
Schirmer, G., Inc.,	Music	..	..	..	..	..	..	..	..	..	..	..	1	..	Advertising Guild
Schlorer's, Inc.	Mayonaise	..	..	..	..	..	..	..	..	..	..	..	..	1	May Adv.
Schmidt Brewing Co.	Beer	..	1	2	2	3	3	3	2	2	2	2	1		Simons-Michelson
Schmidt, Jacob, Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	1	..	..	1	Olmstead & Foley
Schmidt's Brewing Co.	Beer	..	..	..	..	..	..	..	1	1	..	..	..	..	Olmstead & Foley
Schoenling Brewing Co.	Beer	1	..	1	1	1	1	1	2	2	2	1	1		Ritt
Schonbrunn, S. A., & Co.	Coffee	..	2	2	2	2	2	..	..	..	..	..	..		Lawrence C. Gumbinner
Schreiber's Brewing Co.	Beer	..	..	..	..	..	..	..	1	..	1	1	1		Kelly & Mengle
Schultz, D. & Co.	Wall Paper	1	1	1	1	1	1	1	1	1	..	..	..		H. M. Dittman
Scott & Fetzer Co.	Vacuum Cleaners	..	..	1	1	1	..	..	..	1	1	..	..		General Publicity Service
Scudder Food Products	Foods	..	..	..	..	..	1	1	1	1	1	1	1		Davis & Co.
Seabrook Farms Co.	Frozen Foods	..	..	..	..	..	..	..	..	..	..	..	1		Peter Hilton
Seeman Bros.	Tea	1	1	1	1	1	1	1	1	2	2	..	1		J. D. Tarcher
Seeman Bros.	Air-Wick	..	..	..	..	..	..	..	..	..	..	..	..		Wm. H. Weintraub
Seilers Meats	Meat	1	1	..	..	..	..	..	..	..	..	8	8		Clements
Semca Watch Corp.	Watches, Clocks	..	..	..	..	..	..	..	..	..	1	5	2		Moss Assoc.
Serutan Co.	Remedy	..	..	..	..	..	1	..	1	1	1	1	1		Direct
Seven-Up Co.	Soft Drink	1	1	1	1	1	1	1	1	1	1	1	1		French & Assoc.
Shaeffer, W. A., Pen Co.	Pens	..	..	..	..	..	..	..	..	..	2	2	2		Russel M. Seeds
Shedd-Bartush Foods	Margarine	..	..	..	..	..	..	1	1	1	1	1	1		Ralph Sharpe
Sheffield Farms Corp.	Dairy Products	..	..	..	..	..	1	1	1	..	1	1	1		N. W. Ayer
Shontex Co.	Shampoo	..	..	..	..	..	..	1	1	1	1	1	1		Associated
Signal Oil Co.	Tires	..	..	..	..	..	3	1	..	..	..	..	..		Barton A. Stebbins
Simmons Co.	Mattresses	2	3	3	12	10	11	11	12	12	12	10	9		Young & Rubicam
Sinclair Adv. Agency	Advertising	1	..	..	..	..	..	..	..	..	..	..	..		Direct
Sinclair Refining Co.	Gas & Oil	..	1	1	1	1	1	1	1	1	1	1	1		Morey, Humm & Johnstone
Skillerns Drug Co.	Drug Chain	1	1	1	1	1	1	1	1	1	1	1	1		Grant
Slumber Products Corp.	Mattresses	1	1	1	..	..	..	..	..	..	..	..	..		Simon & Gwynn
Skin Tested Drug Products	Dental Cream	1	1	1	..	..	..	..	..	..	..	..	..		Jasper, Lynch & Fishel
Smith, Alexander & Sons Carpet Co.	Carpets	..	..	..	..	..	..	..	..	..	1	11	11	11	Anderson, Davis & Platte
Smith, Robert, Mfg. Co.	Nylon Dip	..	..	..	..	..	..	..	..	..	..	1	1	..	C. B. Juneau
Snow Crop	Frozen Foods	..	..	..	..	..	1	1	1	..	..	1	..		Maxon
Solarine Corp.	Wax	..	..	..	..	..	..	..	..	..	..	..	..	1	C. D. Ferguson
Sonneborn, L., & Sons	Motor Oil	..	..	..	..	..	1	1	1	2	2	3	1		Hicks & Greist
Sonotone Corp.	Hearing Aids	..	..	..	..	..	..	..	..	..	..	1	2		Lloyd, Chester & Dillingham
Southern Airways	Air Travel	..	..	..	..	..	..	..	..	..	..	1	2		Hugh Deadwyler
Southern California Gas Co.	Gas & Oil	..	1	1	1	1	..	..	..	..	..	..	..		McCann-Erickson
Soy Food Mills	Golden Mix	..	..	..	..	..	..	..	..	..	1	..	..		J. R. Pershall
Sparks-Withington Co.	Radios	1	..	..	..	..	..	..	..	..	..	..	..		Brooke, Smith, French & Dorrance
Speedway Petroleum Corp.	Gas & Oil	..	..	..	..	..	..	..	..	..	1	2	2		W. B. Doner

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Stahl-Meyer, Inc.	Meat Spreads	..	..	..	..	..	1	1	1	1	1	..		Blaker
Standard Brewing Co.	Beer	..	..	..	..	..	..	..	..	2	1	1		Gerst
Standard Milling Co.	Flour	..	..	..	..	..	..	..	1	1	1	1		John W. Shaw
Standard Oil of Indiana	Gas, Oil	..	..	..	..	..	..	..	..	3	3	1		McCann-Erickson
Standard Oil of Kentucky	Gas, Oil	..	..	1	1	1	..	..	..	..	..	..	..	Burton E. Wyatt
Standard Oil of New Jersey	Gas, Oil	10	1	..	..	1	..	..	..	..	..	..	..	Marschalk & Pratt
Standard Oil of Ohio	Gas, Oil	..	..	..	2	1	1	..	..	..	..	..	..	McCann-Erickson
Stark, Howard B., Co.	Candy	1	1	1	..	..	..	..	..	..	..	..	..	Stone - O'Halloran
Stark-Wetzel & Co.	Meat	..	..	..	..	..	..	1	1	1	..	..	..	Jim Baker
State of New York	State Fair	..	..	..	..	..	..	..	1	1	..	..	..	Spitz & Webb
Statler Tissue Co.	Tissues	..	..	..	..	..	2	2	3	4	4	4	4	J. Leonard Michelson
Stein, Geo. P., Brewery	Beer	1	1	1	1	1	1	2	2	2	1	2	2	H. J. Weil
Stephan Product Co.	Toys	..	..	2	6	1	..	..	..	..	..	..	..	Lewis Adv.
Sterling Brewers	Beer	..	..	..	..	..	..	..	..	..	1	1	2	Ruthrauff & Ryan
Sterling Drug, Inc.	Drugs	5	5	5	1	1	1	1	1	1	1	1	..	Young & Rubicam
Stetson, John B., Co.	Hats	..	..	..	..	..	..	..	..	3	3	4	3	Kenyon & Eckhardt
Stewart & Ashley Coffee Co.	Coffee	..	..	1	1	1	1	..	..	..	..	..	..	Roche, Williams & Cleary
Stevens Linen Co.	Linen	..	..	..	..	..	..	..	..	..	1	..	..	Heil-Damroth
Stewart's, Inc.	Foods	1	1	1	1	1	1	1	1	1	1	1	1	Rosengarten & Steinke
Stokely-Van Camp	Frozen Foods	..	..	..	..	..	..	..	1	1	2	1	4	Gardner
Straus, S. & L., Beverage Co.	Beer	..	..	..	..	..	..	..	..	..	1	..	..	Direct
Strietmann Biscuit Co.	Crackers	..	..	..	..	..	..	..	..	2	1	2	1	Harry M. Miller
Stroh Brewery Co.	Beer	..	..	..	..	..	..	..	..	..	1	1	2	Zimmer-Keller
Stromberg-Carlson Co.	Radio, TV Sets	..	..	..	..	..	..	..	..	..	..	..	1	Direct
Studebaker Corp.	Automobiles	..	..	..	..	..	..	..	1	14	15	2		Roche, Williams & Cleary
Sun Oil Co.	Gas, Oil	1	1	1	..	..	..	..	..	1	3	2	1	Hewitt, Ogilvy, Benson & Mather
Sunbeam, Inc.		..	..	..	..	..	49	..	..	..	..	..	..	Perrin-Paus
Sunnyvale Packing Co.	Soup	1	2	2	1	1	..	..	..	3	3	..		Long Adv.
Superior Coat Co.	Coats	1	..	..	..	..	..	..	..	..	..	..	..	Direct
Sutherland Paper Co.	Serviset	..	..	..	..	..	..	..	..	1	1	1		G. R. Stoker
Swanson, C. A., & Sons	Poultry Processers	..	..	..	..	..	..	..	..	1	1	1	1	Caples
Swift & Co.	Peanut Butter	..	..	..	..	..	1	1	1	1	1	1	..	J. W. Thompson
Talking Toys	Toys	..	..	..	..	..	..	..	..	..	..	..	1	Steller, Millar & Lester
Taylor-Reed Corp.	Coco Marsh	..	..	..	..	1	4	4	..	..	..	..	..	St. Georges & Keyes
Teldisco, Inc.	TV Sets	1	..	..	..	..	..	..	..	..	..	..	..	Green-Brodie
Teletone Corp.	TV Sets	..	..	..	..	..	..	..	3	3	..	..	..	Moore & Hamm
Televendors	Over Shoes	..	..	..	..	..	..	..	..	..	..	..	1	Lee Smith
Television Forecast	Magazine	1	1	..	..	..	..	..	..	..	..	..	..	Direct
Television Guide	Magazine	1	4	3	2	3	..	..	..	..	..	..	..	Direct
Television Magazine	Magazine	..	..	..	..	..	..	..	..	..	..	..	..	Direct
Tele Views Magazine	Magazine	2	..	..	..	..	..	..	..	..	..	..	..	Direct
Tel-Tex	Magazine	..	..	..	..	..	..	..	..	..	1	..	..	
Tennessee Brewing Co.	Beer	..	1	1	1	1	1	1	1	1	1	1	1	Merrill-Kremer
Terre Haute Brewing Co.	Beer	..	..	..	..	..	1	1	1	1	1	1	1	Pollyea
Texas Electric Service Co.	Electric Service	1	1	1	1	1	1	1	1	1	1	1	..	Direct
Textize Chemicals	Cleaner	..	..	..	..	..	..	..	..	..	1	1	1	Jim Henderson
Thermador Elect. Mfg. Co.	Heaters	..	..	..	..	..	..	..	..	..	..	..	2	Dan B. Miner
Thermodyne Corp.	Air Conditioning	..	..	..	..	1	..	..	..	..	..	..	..	Gunn-Mears
Thibaut, Richard E., Inc.	Wallpaper	..	..	2	2	2	..	..	..	..	..	..	..	Jackson & Co.
Threadmaster		..	..	..	..	..	..	..	..	1	..	..	..	
Thor Corp.	Washers & Ironers	..	..	..	..	..	1	1	1	..	1	2	1	Earle Ludgin
Tidewater Assoc. Oil Co.	Gas, Oil	..	..	..	..	..	..	..	..	1	1	1	..	Buchanan
Tile-Craft Co.	Tiles	1	1	1	..	..	..	..	..	..	..	..	..	G. G. Felt & Co.
Topper Hangers	Hangers	..	..	..	..	..	..	..	..	..	1	..	..	Fortner & Perrin
Topps Chewing Gum	Gum	..	..	..	..	2	1	1	1	..	..	..	..	Cecil & Pre brey
Trad Television Corp.	TV Screens	..	..	..	..	..	..	..	1	..	..	..	..	Cayton
Transcontinental & Western Air	Air Travel	..	..	..	..	..	..	..	..	4	4	5	4	BBDO
Transmirra Products Corp.	TV Image Definer	..	..	..	1	2	..	..	..	..	..	..	..	Small & Ross
Transvision, Inc.	TV Sets	..	..	..	..	..	..	..	..	..	1	1		H. J. Gold
Treasure Cloth	Clothes	..	..	..	..	..	..	..	..	..	1	1		E. H. Brown
Tree Preserving Co.	Pickles	..	..	..	..	..	..	..	1	..	..	..	..	Melvin S. Hall
Trippe Mfg. Co.	Headlights	..	..	..	..	..	..	..	..	..	..	..	1	Rogers & Smith
Trizol		..	..	..	..	..	..	..	..	..	..	..	1	Adv. Assoc.
Troy Savings Bank	Banking	..	..	..	..	1	..	1	..	..	..	..	..	Doremus & Co.
Trubilt Trailer Co.		1	1	1	1	1	1	..	..	..	..	..	..	MacDonald-Cook
U. S. Envelope Co.	Self-Sealing Envelopes	..	..	..	..	..	..	..	..	1	1	..	..	S. R. Leon
U. S Tobacco Co.	Pipe Tobacco	..	..	..	..	..	..	..	..	..	..	..	21	Kudner
Ultra Chemical Works	Floor Wax	..	..	1	1	1	..	..	..	..	..	..	..	S. R. Leon
Unicorn Press	Encyclopedia	..	1	..	..	..	..	..	..	..	..	..	..	Leonard Adv.
Union Oil Co.	Oil	..	..	..	..	..	..	1	..	..	..	..	..	Foote, Cone & Belding
Union Pacific Railroad	Travel	..	..	..	..	..	..	..	..	..	2	3	3	3 Caples
Unique Art Mfg. Co.	Toys	4	4	2	1	1	1	..	..	..	..	..	..	Grant
United Air Lines	Transportation	..	1	2	2	8	..	..	..	..	..	..	4	N. W. Ayer
United Fruit Co.	Bananas	..	..	..	..	..	..	1	1	1	1	3	9	BBDO
United Shirt Distrib.	Shirts	..	..	..	..	..	..	..	..	..	..	..	1	Botsford, Constantine & Gardner
United Wallpaper Co.	Wallpaper	..	..	..	..	1	3	4	2	1	1	1	..	MacFarland, Aveyard
United States Rubber Co.	Rubber Products	1	1	6	27	31	29	..	1	2	..	1	..	Campbell-Ewald
Utica Brewing Co.	Beer	..	..	..	..	..	..	..	..	..	..	..	1	Deveraux
Vacolite Co.	Hearing Aids	..	..	..	..	..	..	..	1	..	..	..	..	McMains
Valley Forge Dist. Co.	Beer	..	..	2	2	2	1	1	..	..	..	1	1	Alvin Epstein
Van Camp Sea Food Co.	Tuna	..	..	..	..	..	..	..	..	..	..	..	4	Brisacher-Wheeler & Staff
Venus Foods Inc.	Foods	..	1	1	..	..	..	..	..	..	..	..	..	Harrington, Whitney & Hurst
Vernor, James, Co.	Ginger Ale	..	..	..	..	1	1	1	..	..	..	..	..	Zeder-Talbott
Vess Beverage Co.	Soft Drink	..	..	..	..	..	1	1	1	1	1	..	..	French & Assoc.
Victory Packing Co.	Dog Food	2	3	3	4	6	7	5	2	5	6	4	5	J. G. Stevens
Visking Corp.	Frankfurters	..	..	..	..	..	..	1	1	1	1	1	1	Weiss & Geller
Voit, W. J., Rubber Co.	Dolls	..	..	..	..	..	..	..	..	..	..	..	5	Hixson & Jorgensen

(Continued on Telecasting 46)

WPAT at 93

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5000 watts 24 hours a day

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PATERSON, NEW JERSEY

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Spot Advertisers

(Continued from Telecasting 45)

Advertiser	Product	Number of Stations Used During Each Month J	F	M	A	M	J	J	A	S	O	N	D	Agency
Volker, Wm., Inc.	Window Brush	..	..	..	..	..	..	..	..	..	..	..	1	Brice B. Brewer
Von Schrader Mfg. Co.	Cleaner	..	..	..	..	..	..	..	..	..	3	3		Reincke, Meyer & Finn
Waegeman, E., Sons	Cigars	..	..	..	..	..	..	1	1	..	..	..		Whittaker
Wagner, August, Breweries	Beer	..	..	..	..	1	1	1	1	3	4	2		Kircher, Helton & Collett
Walker's Austex Chili Co.	Tamales	..	..	..	..	..	..	..	..	..	1	1	1	Wilson Crook
Waltham Watch Co.	Watches	1	..	..	..	..	..	..	..	..	..	..		Kastner, Farrell, Chesley & Clifford
Wander Co.	Ovaltine	..	..	..	..	..	..	..	..	..	6	8	9	Hill Blackett
Ward Baking Co.	Bread	2	2	2	2	2	1	1	1	2	8	12	13	J. Walter Thompson
Washburn, F. B., Candy Corp.	Candy	..	..	..	..	..	..	..	..	..	1	1	2	3 Jerome O'Leary
Waples-Platter Co.	Coffee	1	..	..	..	..	..	..	..	..	..	..	..	Glenn
Warner Co.	Wall Paper	..	..	2	2	2	..	..	..	..	..	..	..	Jackson & Co.
Washington Breweries	XX Beer	..	..	..	..	..	..	..	..	..	1	1	1	Direct
Washington State Apple Commission	Apples	..	..	..	..	..	..	..	..	..	2	2	2	J. Walter Thompson
Waukesha Roxo Co.	Soft Drinks	1	1	1	1	..	..	..	..	..	..	..	..	Stone-O'Halloran
Wayne Brewing Co.	Beer	..	..	..	..	1	1	..	..	..	..	..	..	Mitchell-Knepper
Webb, Thomas J., Co.	Coffee	..	..	..	..	..	..	..	..	..	1	1	1	Ivan Hill
Werk, M., Co.	Soaps	..	..	..	..	..	..	1	1	1	..	..		Ralph H. Jones
West Bend Aluminum Co.		..	..	..	..	..	..	..	..	..	..	..	1	Hoffman & York
West Coast Packing Co.	Tuna	..	..	..	..	1	2	2	2	2	2	1	1	Coleman-Jones
West Coast Soap Co.	Soap	..	..	..	..	..	..	1	1	1	1	1		Ad Fried
Western Auto Supply Co.	Electric Washers	..	..	..	..	..	..	1	1	1	..	1		Bruce B. Brewer
Western Stove Co.	Gas Ranges	..	..	..	..	..	..	..	..	..	..	..	1	Agency Assoc.
West Gate Sea Products	Tuna	..	..	..	..	1	1	1	1	1	1	1	1	Barnes-Chase
Westinghouse Electric Corp.	Electric Products	..	..	..	..	..	..	..	..	..	1	1	1	McCann-Erickson
Weston Biscuit Co.	Cookies	..	..	..	..	..	2	2	2	4	15	15	15	Calkins & Holden
Wettlaufer Mfg. Co.	Automobile Designer	1	1	1	1	1	1	..	..	..	..	..	..	Marion Hahn
White Eagle Brewery	Beer	..	..	..	..	..	..	..	..	..	1	1	..	Gerald N. Shields
Whitman, Stephen F., & Sons	Candy	9	7	7	7	7	..	..	..	..	..	..	..	Ward-Wheelock
Wiedemann, Geo., Brewing	Beer	2	2	1	2	3	4	4	6	6	7	9	6	Strauchen & McKim
Wilbur-Suchard Chocolate	Candy	..	..	..	..	2	..	..	..	..	..	..	..	Foltz-Weisinger
Wildroot Co.	Hair Preparations	..	1	1	1	1	7	7	..	1	1	1	2	B B D O
Willard Storage Battery Co.	Auto Batteries	..	..	..	..	..	..	..	..	..	1	1	..	Meldrum & Fewsmith
Williams & Dickie Mfg.	Wash Clothes	..	1	..	..	..	..	..	..	..	..	..	..	Albert Evans
Williams, J. B., Co.	Shave Cream	..	..	1	1	2	2	1	1	1	1	1	1	J. Walter Thompson
Wilpet Eng. Mfg. Co.	Toys	1	..	..	..	..	..	..	..	..	..	..	..	Direct
Wilson & Co.	Food Products	..	..	..	1	1	2	2	2	2	2	2	2	Davis & Co.
Wilson Products Co.	Foods	1	1	..	..	..	..	..	..	..	..	..	..	Cooper
Wine Advisory Board		..	..	..	..	..	..	..	..	..	..	..	..	
Wine Growers Guild	Wine	4	2	..	..	2	..	..	..	..	3	5	5	Honig-Cooper
Wisconsin Telephone Co.	Phone Survey	1	..	..	..	..	..	..	..	..	..	..	..	Direct
Wise, Wm. H., & Co.	Books	..	..	..	..	1	..	..	..	..	1	..	..	Thwing & Altman
Wooden Shoe Brewing Co.	Beer	..	..	..	1	1	1	1	1	1	..	..	..	Don Kemper Co.
Woodettes, Inc.	Dolls	..	..	..	..	..	..	..	..	..	..	1	..	Robt. Kahn
Wool Novelty Co.	Woolfoam	..	1	1	1	..	..	..	..	..	..	..	..	Redfield-Johnstone
Wrigley, Wm. Jr., Co.	Gum	1	..	..	..	..	..	..	..	..	..	..	..	Ruthrauff & Ryan
Wynne Oil Co.	Lubricate	..	..	..	..	..	..	..	..	..	..	2	3	J. T. Crossley
Yankee Maid Inc.	Frankfurter	1	1	..	..	..	..	..	..	..	..	..	..	Feigenbaum
Yocum Bros.	Cigars	..	..	..	..	..	..	..	1	1	1	1	1	.. Direct
Zausner Foods	Cheese Products	..	..	..	2	3	1	..	..	..	..	1	..	Brisacher, Wheeler & Staff
Zenith Radio Corp.	Radio & TV Sets	1	1	1	2	1	..	..	..	..	..	..	..	Direct
Zippy Products Co.	Starch	..	..	..	..	4	4	4	3	3	4	4	5	George C. Martin
Zip Whip Co.	Beater	1	2	1	1	2	2	1	..	..	..	..	..	Smith, Bull & McCreery

SHOW WINDOW OF THE WORLD!

Reach South Florida's 750,000 permanent residents and the 2,000,000 visitors they entertain with your sales message over television in Miami--WTVJ

16,000 Television sets now in use in South Florida*

WTVJ channel 4 MIAMI

SEE THE FREE & PETERS MAN TODAY

17 N. W. 3rd ST., MIAMI, FLA.

*estimated from NBC research and dealer survey

COLOR PHASING

FCC Gets RCA Description

TECHNICAL description of RCA's new method of automatic color phasing, as demonstrated in mid-January in Washington [BROADCASTING, Jan. 23], was submitted to the FCC last week by E. W. Engstrom, vice president in charge of research.

The technique replaces the manually operated TV color system demonstrated last autumn and is believed to eliminate the lack of uniformity that marred pictures shown at that time.

In his letter Mr. Engstrom said that January tests of automatic phasing showed "satisfactory results even under conditions of very high noise." Accompanying the letter is a 12-page description of the process, based on transmission of a burst. It is described as solving problems of noise immunity and automatic color phasing simultaneously.

Mr. Engstrom emphasized that the RCA system is "fully compatible, all-electronic and provides the same picture definition in color as in standard black-and-white television."

New Hopalong Sponsor

GORDON BAKING Co., New York (Silver Cup bread), Sunday, Jan. 29, began sponsoring the *Hopalong Cassidy* film telecasts on three NBC-TV stations for 52 weeks. The stations are WNBT (TV) New York, WSPD-TV Toledo, WWJ-TV Detroit. N. W. Ayer & Son, New York, is the agency.

WNBQ (TV) IN BLACK

Station Reports New Clients

WITH the signing in 10 days of 5½ hours weekly involving seven new clients, two renewals and an order for 260 one-minute spots, WNBQ (TV) Chicago (NBC) reportedly is in black. Station has only 2¾ hours of unsponsored time, according to John McPartlin, sales manager.

New clients include Shonberger & Sons (Gold Spun noodles), through Robert Kahn & Assoc.; John T. Shane, direct; Better Brands of Illinois (Miller beer), direct; Electric Assn. of Chicago, through J. R. Pershall Co.; Jewel Food stores, direct; Hauser-Nash Sales, through Guenther-Bradford Agency; Chicagoland Studebaker Dealers, through Roche, Williams & Cleary. Renewals: Edward Hines Lumber Co. and Evanger's Kennel Foods. Order for 260 one-minute spots, 52 weeks, is from Sears, Roebuck Chicagoland Stores, through Mayers Co.

TV Writing Contest

CBS and World Video Inc. last week announced a television drama writing competition for college students. Under joint sponsorship of the network and the production company, which produces *Actors' Studio* on CBS-TV, the competition will involve four awards at monthly intervals, the first to be given March 31. Students at any qualified college may compete for the prizes which will amount to $500 if the winning script is a one-hour program and $250 if it is a half-hour.

UHF Success

(Continued from Telecasting 7)

will mean more regional interchanging of programs. Each station will be able to pick up programs telecast by neighboring stations on an exchange basis, eventually bringing into being a series of area networks, much on the order of the rural FM broadcasting networks. The ease of these relays will also mean that each community will be able to carry top network shows without the cost of expensive coaxial cables or microwave relays. This will result in high quality television for areas all over the country now without TV and without hope of getting it under the present VHF channel allocations.

As for stations within the market area of a present VHF station the outlook is equally good. Converters will be inexpensive and efficient, antennas small and simple and reception will be better. There is in operation in New Haven a VHF station and the city is TV-conscious. In the past few months we have been broadcasting news stories and reports on the progress of UHF and have sent out releases in the area as a part of an educational program. We have also publicly announced that we will install converters at cost in present TV homes when UHF comes to our city. Consequently, interest in UHF in our area is high—among advertisers, too.

UHF is the answer for the small broadcaster who looks to the future with optimism, and it has already provided the answer to the pessimists. The UHF television station on Success Hill in Bridgeport is the forerunner of nationwide TV. UHF is here and it won't be long before every hill on which there is a UHF antenna will also be a Success Hill.

CTI To Use WMAL-TV

COLOR TELEVISION Inc., of San Francisco, sponsor of one of the three rival color TV systems in FCC's video hearings, will employ the transmitting facilities of WMAL-TV Washington in the demonstrations slated before the Commission Feb. 20 and 23, it was announced last week. It will be the first CTI showing.

'Command' Showings

CBS SAID last week it would resume its schedule of public demonstrations of color television in Washington Feb. 13-21, "by public demand." Network spokesmen estimated more than 13,000 persons saw color telecasts at the downtown viewing center between Jan. 12 and Feb. 1. The showings were halted Feb. 1 so the equipment could be shipped to Atlanta, where medical demonstrations are scheduled Feb. 6-8.

WHEN WNBW (TV) Washington wanted to come up with a real honest-to-gosh branding iron to lend realism to its popular *Circle Four Roundup Rangers*, it contacted Bill Day of KOA-NBC Denver for the real article. Mr. Day air-expressed it by way of Sen. Ed Johnson (D-Col.) for use on the children's TV show, which includes a feature film and a Ranger club meeting, Mon.-Fri., 4-5:15 p.m. [BROADCASTING, **Jan. 23**]. **Taking part in the official presentation are (l to r): Raymond Michael, who conducts Ranger's meeting after the movie; William R. McAndrew, WRC-WNBW general manager; Sen. Johnson; Charles de Lozier, WNBW sales manager.**

Closed Circuit TV

DuMONT Television Network last week announced a new plan to provide closed circuit telecasts of business and industry conventions. Convention proceedings in New York, under the plan, may be telecast by special closed circuit hookups to various cities among the 21 connected to the television network.

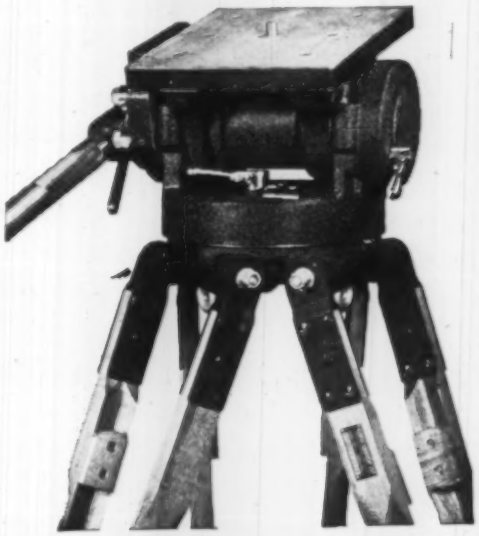
Esso Video Show Set

ESSO STANDARD Oil Co., New York, will sponsor the *Alan Young Show* on the CBS-TV network beginning in mid-March [CLOSED CIRCUIT, Jan. 16]. The show, originating in Hollywood, will feature Alan Young in a weekly half-hour comedy series. Agency for Esso is Marschalk & Pratt.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Telefile

(Continued from Telecasting 11)

in the world of sports, which Richmondites saw, include:

Boxing direct from Madison Square Garden in New York two months after the station took to the air. A few days later, tennis matches from Jackson Heights in New York were presented. Shortly afterward, a baseball game between the N. Y. Police Dept. Athletic Assn. and its counterpart N. Y. Fire Dept. club was seen. On June 25, sports fans watched the heavyweight championship bout between Joe Louis and Jersey Joe Walcott. On Aug. 9, still in 1948, Virginia televiewers saw Olympic Games which were filmed in London and rushed to this country for TV screens. The variety in sports ranged from football classics, boxing and wrestling to the World Series and The Hole in One Golf Tournament.

* * *

IN back of the programming are the Havens & Martin staff numbering 55. The television staff includes those who devote their entire time to WTVR as well as personnel who work also for WMBG and WCOD. Exclusive TV staff consists of Conrad G. Rianhard, program manager, four production managers, and their three assistants, a TV special events director, an artist, film clerk and four salesmen. Technical staff of nine engineers is headed by James W. Kyle. Continuity writers, promotion and publicity directors, announcers and secretaries work for all three facilities.

Mr. Havens, president and general manager, finds his first love in engineering. Although his actual work in this field has been limited because of other pressing duties, he can be seen delving into a complicated circuit when a serious engineering problem presents itself. He maintains a modern machine shop and experimental laboratory at home.

Key station personnel include William J. Filer, director of local sales; J. Albert Tillery, engineer in charge of control room operations; J. Reginald Reith, chief accountant; Allan J. Phaup, director of news and special events, and Gwendolyn Dalton, traffic director.

Other executives were hand-picked for experience. Walter A. Bowry Jr., treasurer, is entering his 10th year with H&M. Now in his thirties, Mr. Bowry served aboard a minesweeper during World War II and as a communications officer with the Pacific Fleet. He was promoted to his present position last year. Mrs. Katherine Germain, secretary, has a 14 year service with H&M. During her radio career she has acquired a working knowledge in about every phase of radio. Mr. Kyle, chief engineer, has made technical study a life's career. He joined H&M about 15 years ago as staff engineer.

WTVR transmits on Channel 6 (82-88 mc) with 6.3 kw aural and 12.16 kw visual power.

H&M's modern AM-FM-TV studio building is located at 3301 West Broad St. The transmitter building, also housing three facilities, is on Staples Mill Road.

WTVR's equipment includes: An RCA aural transmitter; DuMont video transmitter; an RCA superturnstile antenna, installed on a 317-foot self-supporting insulated Lehigh tower with an overall height of 417-feet (located 225-feet above sea level, its effective radiation height is 642-feet); two image orthicon studio camera chains; two 16mm projectors; two 35mm projectors yet to be installed; a 2 x 2 slide projector; Baloptican; RCA lateral recording equipment and turntables; photographic and film processing laboratory; 35mm and 16mm film cameras, and Speedgraphics.

At present, WTVR has one studio (29 x 17½ feet). An extra-large second studio is planned for 1950, and will include dressing rooms, property rooms and carpenter shops.

Basic Class A rates for studio one hour are $300; basic Class B rates $225, and basic Class C rates $150. Film one hour rates are $240 for Class A; $165 for Class B, and $90 for Class C.

Plans for the future are to retain full TV service for the public; subject to instant readjustment with a change in the direction of video's path. The station expects to turn a profit this year depending on "how much spot and local business can be secured during 1950, because it will be from these sources that the principal operating revenues will come. . . . If there is enough spot business and there are not too many network intervals this summer, as there were last (summer), then it is possible to come out of the red during 1950 and go into the black."

DuMont Pat

(Continued from Telecasting 6)

plan required acceptance by at least 15 affiliates.

Identity of advertisers will be made known "prior to their inclusion in program," according to the telegram. The series is slated to start Feb. 25. It will be variety type, the first hour originating in Chicago and produced by Ted Mills, the last 1½ hours originating in New York and produced by Max Liebman.

Payment Plan

"You will be paid regular network compensation computed as if each half hour were sold to sponsors at your network half-hour rate," the telegram declared.

Mortimer W. Loewi, executive director of the DuMont TV Network, to whom the telegram was sent as an offer for DuMont's WDTV (TV) Pittsburgh, replied that the new plan "does not affect the basic objection of our original complaint."

IT'S NEW!

. . . Even Newer Than Television

T-V

T-V CHECK INC.

Provides a television checking service and permanent picture record of T-V shows and commercials exactly as the audience receives them . . . black and white still photos . . . or sound-on film-motion pictures . . . taken directly from video receivers.

Orders are acceptd from Sponsors, their Advertising Agencies, Owners of Package Shows or Television Stations on their programs for checking and audition purposes only.

Twenty-four hour delivery on films or photos, accompanied by certified statement of time, station, and conditions of telecast and reception.

Available on local and network programs with Chicago outlets.

Studios are equipped with newest 16-inch T-V receivers, sound-on-film cameras, and still cameras exclusively constructed for T-V checking.

T-V CHECK INC. all services originated by and under the supervision of the Jos. W. Hicks organization, Public Relations Counsel.

For further information, write or call . . .

T-V CHECK INC.

Suite 3213, 141 W. Jackson Blvd.

Chicago 4, Ill.

Phone WEbster 9-5050

Index Finger to Nose

A SIGNAL system of red and green lights will keep speakers on schedule at Wednesday's TBA Television Clinic. When each speaker begins, a green light visible only to him will be turned on. When his time is up, a red light, also visible only to the speaker, will warn him to conclude. A minute later, if he is still speaking, a large red light will begin flashing in full view of the audience. Developed by J. R. Poppele, TBA president, and his engineering staff at WOR New York, the speaker-traffic light system was successfully introduced at the last TBA clinic in December 1948.

Film Report

DICK STROME TELEVISION, with studios at 2403 Spruce St., Philadelphia, according to **Edward Davies** who handles administrative end of business, has just completed most successful year of creating and producing TV film commercials. Some local and national advertisers include **Gretz Brewing**, one-minute full animation film, and near completion on five-minute color animation; **Cities Service**, one-minute semi-animation; **Clearview Television Service**, 20 seconds with sound. **Dick Strome**, head of firm, is nationally known cartoonist whose work appears in *Saturday Evening Post*, *New Yorker* and other magazines.

Coronet Films, Chicago, releasing series of five motion pictures to TV stations for first time. One-reel films have running time of 10 minutes, those available include "King Midas and the Golden Touch." Others are "The Cow and the Sprite," "Rumpelstiltskin," "The Legend of Pied Piper" and "The Honest Woodsman." Called *Coronet Fantasies*, series is composed of puppets enacting popular folk tales. **WSB-TV** Atlanta and **WCPO-TV** Cincinnati have booked all five. Program directors can preview series by paying transportation charges.

Films of the Nations Inc. announces new office at 62 West 45th St., New York 19; telephone Murray Hill 2-0040 . . . **Five Star Productions**, Hollywood, producing six one-minute and six 20-second TV film commercials for **Goetz Brewing Co.**, St. Joseph, Mo. Agency: **Potts-Turnbull Co.**, Kansas City. Same firm doing 14 one-minute spots for 7 **Eleven Stores**, Dallas (drive-in grocery chain with 78 stores in Texas), through **Stanley Campbell Inc.** that city. Firm currently has 91 TV commercial spots in production for 11 sponsors.

Young & Rubicam, New York, has signed for services of **Screen Gems Inc.**, New York producer of video commercial films, to do five spot announcement films for **Borden Dairy Products**. **Screen Gems** produced now-famous **B. V. D.** spots and short films for **Hamilton** watches, based on Hamilton's "Peggy and Jim" magazine ads . . . **TV Ads Inc.**, Los Angeles, has completed half-hour video film "Dixie Dugan" . . . **Television Picture Distributing Corp.**, Los Angeles, will cut approximately 400 feature-length western films into 27-minute segments for serial use. **Toby Anguish** is head of firm.

1950 **February 6** 1950

Call Frazier & Peter re: Our TV Planning

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

TALENT UNIONS

TVA Urges Partnership

RESOLUTION calling for true 50-50 partnership between Television Authority and Screen Actors Guild, provided some plan be made for resolving deadlocks, was passed at a meeting Jan. 31 of the Hollywood membership of five live unions of Associated Actors and Artistes of America that make up the TVA. Motion followed an earlier resolution, voted down, that the only partnership acceptable to TVA must include a provision for joint membership and joint action.

Basic problem in such a partnership, without which solution no such arrangement could last, is the determination of what such a plan would be. TVA maintains that joint membership meetings should be called to resolve deadlock issues; SAG and Screen Extras Guild remain firm in clinging to their basic guild contracts calling for 75% vote from total membership by mail referendum in determining any important action, such as a strike vote.

Discussing the latest SAG proposals sent TVA Jan. 18 [TELECASTING, Jan. 23], George Heller, TVA national executive secretary, stated they "differ in many respects" from ideas originally set forth by both groups and resulted in widening the area of disagreement. Among points disputed are the question of closed kinescopes and filmed spot announcement over which both groups claim jurisdiction.

Also presented to membership was a tentative proposal on wages and working conditions prepared by the TVA board wages committee. Proposal calls for $95 for a 60-minute show, plus $6 for rehearsals, with wage scales varying down according to length of show.

In the meantime, SAG is continuing its wages and working conditions negotiations with Television Film Producers Assn. Next meeting is scheduled for tomorrow night (Feb. 7).

BIG 10 TELECASTS

Group Okays Post Game Shows

CONTINUED telecasting of post Big 10 football game highlights was approved by the conference television committee Tuesday in Chicago, but rigid pricing and restriction policies were established for future contracts with TV stations. Recommendations made by the three-man committee will be referred to Big 10 conference athletic directors at a meeting in Chicago next month.

The six-hour session Tuesday afternoon was attended by Big 10 Commissioner K. L. Wilson, chairman of the video committee; Douglas R. Mills, athletic director, U. of Illinois, and Ted B. Payseur, athletic director, Northwestern U. Non-committee members present were Charles E. Flynn, athletic publicity director, U. of Illinois, and Walter Byers, Comr. Wilson's assistant. Discussion was limited to showing of post-game highlights, but the ever-growing question of the effect of telecasts on gate receipts is expected to command most of the attention at the March meeting.

Surgery on TV

SERIES of five operations at Sinai Hospital, Baltimore, were picked up by WMAR-TV there Friday and relayed by microwave closed circuit to the local Southern Hotel for observation by some 100 doctors who were attending a sectional educational meeting of the American Urological Assn. Done in monochrome, the program lasted about five hours. Operations were not telecast for the public by WMAR-TV which operates on Channel 2 (54-60 mc).

Program Displays

PHOTOGRAPHIC blow-ups of leading TV shows will be displayed by the four video networks at the TBA Television Clinic on Wednesday at New York's Waldorf-Astoria Hotel. Each network is creating a display of its outstanding programs specially for the clinic attendees, to include advertiser, agency and program firm executives as well as TV broadcasters.

Griffin on ABC-TV

GRIFFIN CO. (shoe polish) will begin sponsorship of a half-hour of the hour-long Paul Whiteman's TV Teen Club over 11 ABC-TV stations March 4. The contract, for the 8:30-9 p.m. half is for 26 weeks through Bermingham, Castleman & Pierce, New York.

WENR-TV SALES

Are $150,000 in Jan.

JANUARY sales at WENR-TV Chicago totaled more than $150,000. A compilation last week showed:

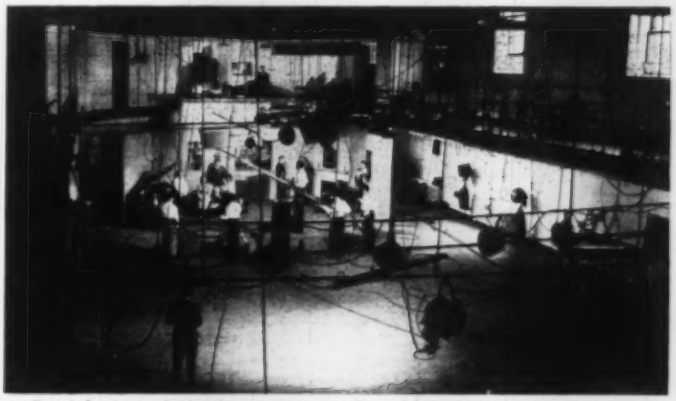
Projected contracts were for French Sardine Co., quarter-hour film, Sunday, starting Feb. 12, through Rhoades & Davis; Tauber on Broadway (Ford dealers), 13-week renewal of *Parade*, Monday, half-hour, American National Video Productions; Courtesy Motor Sales (Hudson), renewal of Wednesday wrestling matches from 9 p.m. to conclusion through Malcolm - Howard; Hunding Dairy, 10-minute Sunday film from Feb. 5 through Guenther-Bradford; Slavin Motors, Monday night *Masterpiece* film feature from 8 p.m. to conclusion from Mar. 6 through Ray Freedman Inc.; Kralee Insurance Service, *Our Gal Toni*, half-hour, Friday nights from Jan 13, Turean & Umbs Agency, all Chicago.

Spot business—National Carbon Co., William Esty Agency; Chrysler (Plymouth), N. W. Ayer; DeSoto, BBDO; General Motors (Buick), Kudner; Duffy-Mott (Juices), Young & Rubicam; Petry Wine, Young & Rubicam; U. S. Envelope, S. R. Leon; Simmons Mattress, Young & Rubicam; American Cigar & Cigarette (Pall Mall), SSC&B; E. J. Brach & Sons, J. Walter Thompson.

Professional Courses in

TELEVISION BROADCASTING

in all phases of live and film program production



Partial view of the huge main studio—105 ft. long, 50 ft. wide, and 35 ft. high. Control room visible in upper background.

Outstanding Faculty of TV Professionals including Thomas H. Hutchinson Gilbert Seldes Noran E. Kersta, et al.

Complete TV Station Equipment
Training under actual broadcast conditions
America's Oldest Broadcasting School
All Courses Approved for Veterans

Visit our Studios or write for Prospectus CTB

A performance by the ballet department of the Chalif Dancing School.

A close-up of food preparation for a women's program.

SRT TELEVISION STUDIOS
DIVISION OF THE SCHOOL OF RADIO TECHNIQUE, INC.
316 West 57th Street • New York 19, N. Y. Plaza 7-3212

NETWORK ADVERTISERS

(Continued from Telecasting 43)

Advertisers & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Cheseborough Mfg. Vaseline Products	Roller Derby (0:30)	ABC-10 (10-13—...)	McCann-Erickson
Vaseline Products	Greatest Fights of the Century (0:05)	NBC-15 (4-1—7-1) (R 9-9—...)	Cayton
Cities Service Gas & Oil	Cities Service Band of America (0:30)	NBC-17 (10-17—...)	Ellington & Co.
Cluett, Peabody Neckwear, Shirts	Phil Silvers Arrow Show (0:30)	NBC-16 (1-1—5-19)	Y&R
Colg.-Palm.-Peet Vel & Lustre Cream	Colgate Theatre (0:30)	NBC-21 (1-1—...)	W. Esty
Dental Cream	Howdy Doody (0:30)	NBC-21 (4-5—...)	Ted Bates
E. L. Cournand Walco Tele-Vue Lens	Greatest Fights of the Century (0:05)	NBC-7 (1-1—1-28)	Cayton
Crosley Div.—Avco Radios, TV Sets Home Appliances	Who Said That (0:30)	NBC-47 (4-9—8-13) (R 10-8—...)	B&B
	This is Show Business (0:30ø)	CBS-46 (10-2—...)	B&B
Delta Mfg. Co. Homecraft Power Tools	That's O'Toole (0:15)	ABC-7 (3-13—6-5)	Hoffman & York
Derby Foods Peter Pan Peanut Butter	Super Circus (0:30)	ABC-10 (5-1—10-23)	NL&B
Disney Hats	NBC News Review of the Week (0:10)	NBC-21 (1-1—4-17)	Grey Adv.
Drug Store TV Prod. Drug Products	Cavalcade of Stars (1:00)	DuM-19 (6-4—...)	Stanton B. Fisher
DuMont, Allen B., Labs TV Sets	School House (0:30)	DuM-18 (1-18—4-19)	Buchanan
	Ted Steele Show (0:30)	DuM-18 (4-19—7-19)	Buchanan
	Talent Jackpot (0:30)	DuM-18 (7-19—8-16)	Buchanan
	The O'Neills (0:30)	DuM-18 (9-6—...)	Buchanan
	Window on the World (0:30)	DuM-30 (1-20—4-21)	Buchanan
	Morey Amsterdam Show (0:30)	DuM-30 (4-21—...)	Buchanan
	The DuMont Story (1:30)	DuM-11 (9-26 only)	Buchanan
Electric Auto-Lite Batteries & Spark Plugs	Suspense (0:30)	CBS-16 (3-1—7-5) R 8-30—...)	Newell-Emmett
Emerson Radios & TV Sets	Toast of the Town (1:00)	CBS-12 (1-1—3-13)	Blow
Elgin American Div. Illinois Watch Co. Lighters, Etc.	Elgin-American All Star Thanksgiving Show (1:30)	NBC-20 (11-24 only)	Weiss & Geller
Esso Standard Oil Gas & Oil	Tonight on Broadway (0:30)	CBS-14 (10-2—...)	Marschalk & Pratt
Firestone Tire & Rubber Tires & Tubes	Americana (0:30)	NBC-18 (1-1—7-11)	Sweeney & James
	Voice of Firestone (0:30)	NBC-16 (9-5—...)	Sweeney & James
Ford Dealers Ford Cars	Kay Kyser's College (1:00)	NBC-31 (12-1—...)	JWT
Ford Motor Co. Cars & Trucks	Ford Theatre (1:00ø)	CBS-11 (1-1—6-16) (R 10-7—...)	K&E
Lincoln-Mercury	Toast of the Town (1:00)	CBS-20 (3-27—6-26) (R 9-25—...)	K&E
Ford Dealers Association Cars & Service	Through the Crystal Ball (0:30)	CBS-22 (4-18—7-4)	JWT
Ford Motor Co. Cars	United Nations (10:00)	CBS-12 (11-7—...)	K&E
General Electric Co. GE Lamps	Riddle Me This (0:30)	CBS-5 (1-16—3-27)	BBDO
GE Products	The Fred Waring Show (1:00)	CBS-30 (4-17—6-26) (R 9-18—...)	Y&R
General Foods Maxwell House Coffee	Mama (0:30)	CBS-15 (8-5—...)	B&B
General Foods Sanka Coffee	The Goldbergs (0:30)	CBS-15 (3-28—7-4) (R 8-29—...)	Y&R
Post Cereals	Small Fry Club (0:45)	DuM-9 (1-1—9-29)	B&B
Jello	Author Meets the Critic (0:30)	NBC-17 (1-1—8-21)	Y&R
	The Aldrich Family (0:30)	NBC-17 (10-2—...)	Y&R
Maxwell House Coffee	Meet the Press (0:30)	NBC-15 (1-1—8-21)	B&B
General Mills Cheerios & Bisquick	Lone Ranger (0:30)	ABC-24 (9-15—...)	D-F-S
Gilbert, A. C. Model Trains	Roar of Rails (0:15)	CBS-17 (10-24—...)	Chas. W. Hoyt
Gillette Safety Razor Co. Safety Razors	Highlights of Rose, Orange & Sugar Bowl Games (12:00)	CBS-14 (1-2 & 1-3 only)	Maxon
Safety Razors	Kentucky Derby (0:15)	CBS-20 (5-18 only)	Maxon
	Preakness (0:15)	CBS-20 (5-14 only)	Maxon
	Belmont Stakes (0:15)	CBS-20 (6-11 only)	Maxon
Safety Razors	All Star Baseball Games (4:00)	CBS-19 (7-12 only)	Maxon
Safety Razors	Boxing Bouts (2:00)	NBC-8 (1-1—5-2)	Maxon
Safety Razors Blades, Shave Cream	Boxing Bouts (2:00)	NBC-24 (1-1—5-20) (R 9-9—...)	Maxon
Safety Razors	Walcott-Charles Fight (1:15)	NBC-31 (6-22 only)	Maxon
Safety Razors	Rodeo from Mad. Sq. Garden (0:30)	NBC-24 (10-7 only)	Maxon
Safety Razors	World Series (20:00)	NBC-52 (10-5—10-9)	Maxon
Safety Razors	Army-Navy Game (3:00)	NBC-17 (11-26 only)	Maxon
Goodrich, B. F. Tires & Tubes	Celebrity Time (0:30)	ABC-22 (4-3—...)	BBDO
Goodyear Tire & Rubber Tires & Tubes	Paul Whiteman Goodyear Review (0:30)	ABC-40 (11-6—...)	Y&R
Gulf Oil Co. Gulf Gas & Oil	We, the People (0:30)	CBS-12 (1-1—10-25)	Y&R
Gulf Oil Co. Gulf Gas & Oil	Gulf Road Show (0:30)	NBC-20 (1-1—6-30)	Y&R
Gulf Gas & Oil	We, the People (0:30)	NBC-27 (11-4—...)	Y&R
General Motors Buick Cars	Fireball Fun for All (1:00)	NBC-40 (6-28—10-27)	Kudner
General Motors (Chevrolet Dealers) Chevrolet Cars & Trucks	Roller Derby (2:00)	ABC-2 (9-24—7-8)	Campbell-Ewald
General Motors Oldsmobile	CBS-News (0:30)	CBS-11 (2-24—...)	D. P. Brother
Chevrolet Cars	Inside U.S.A.	CBS-29 (9-29—...)	Campbell-Ewald
Chevrolet Cars	Notre Dame Football Games (3:00)	DuM-23 (9-24—...)	Campbell-Ewald
Oldsmobile	NBC Newsreel (0:15)	NBC-7 (1-1—2-23)	D. P. Brother

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For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.

Advertiser & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Chevrolet Cars	Chevrolet Tele-Theatre (0:30)	NBC-36 (1-1—. . .)	Campbell-Ewald
Hotpoint Inc. Hotpoint Appliances	Hotpoint Holiday (1:00)	CBS-28 (11-24 only)	Maxon
Household Finance Loan Service	Backstage with Barry (0:15)	CBS-10 (3-1—5-24)	La Valle
Household Finance Institutional	People's Platform (0:30)	CBS-11 (10-7—. . .)	La Valle
Int'l Cellucotton Prod. Kleenex	Fun for the Money (0:30)	ABC-10 (6-17—. . .)	FC&B
Int'l Shoe Co. Shoes	Howdy Doody (0:15)	NBC-24 (8-17—. . .)	Henri, Hurst & McDonald
Int'l Silver Co. Silverware	Silver Theatre (0:30)	CBS-32 (10-3—. . .)	Y&R
Kellogg Co. Shredded Wheat & Corn Soya	Ireene Wicker—The Singing Lady (0:30)	ABC-12 (2-13—. . .)	N. W. Ayer
Kraft Foods Co. Mayonnaise	Kraft Television Theatre (1:00)	NBC-22 (1-1—. . .)	JWT
Larus & Bros. Co. Edgeworth Tobacco	Sportsmen's Quiz (0:05)	CBS-4 (1-1—4-25)	Warwick & Legler
Lever Bros. All Products	The Clock (0:30)	NBC-41 (10-5—. . .)	JWT
Libby, McNeil & Libby Canned & Frozen Fruit Juices	Auction-airre (0:30)	ABC-5 (9-30—. . .)	JWT
Liggett & Myers Chesterfields	Arthur Godfrey & Friends (1:00)	CBS-45 (1-12—. . .)	Newell-Emmett
Liggett & Myers Chesterfields	Chesterfield Supper Club (0:15-0:30)	NBC-39 (1-1—6-10) (R 9-25—. . .)	K&E
Lionel Corp. Electric Trains	Tales of the Red Caboose (0:15)	ABC-5 (1-1—1-14)	Reiss
Lipton, Thomas J. Lipton Tea	Arthur Godfrey Talent Scouts (0:30)	CBS-8 (1-1—6-6) (R 9-26—. . .)	Y&R
Longines-Wittnauer Watches	L-W Thanksgiving Festival (1:00)	CBS-22 (11-24 only)	V. A. Bennett
Lorillard, P. Co. Old Golds	Stop the Music (0:30)	ABC-21 (5-5—. . .)	Lennen & Mitchell
Lorillard, P. Co. Old Golds	Original Amateur Hour (1:00)	DuM-21 (1-1—9-25)	Lennen & Mitchell
	Original Amateur Hour (1:00)	NBC-26 (10-4—. . .)	Lennen & Mitchell
Lowe, Joe, Co. Popsicles	Lucky Pup (0:15)	CBS-25 (5-2—7-25)	Blaine-Thompson
Maiden Form Brassiere Co. Brassieres	Vanity Fair (participation) (1:30)	CBS-3 (10-17—. . .)	Weintraub
Mail Pouch Tobacco Cigars & Tobacco	Fishing & Hunting Club of the Air (0:30)	DuM-6 (9-30—. . .)	Walker & Downing
Mars Inc. Candy	Howdy Doody (0:15)	NBC-22 (9-5—. . .)	Grant Adv.
Masland, C. S. & Sons Rugs & Carpets	Masland At Home Party (0:15)	CBS-17 (9-14—. . .)	Anderson, Davis & Platt
Mason, Au & Magenheimer Conf. Mfg. Co. Candy	Howdy Doody (0:15)	NBC-14 (1-12—7-4)	Moore & Hamm
May, George S. Co. Business Engineering Services	Tam O'Shanter Golf Tournament (1:00)	DuM-15 (8-14 only)	M. M. Fischer
Miles Labs Inc. Alka Seltzer & Vitamins	Quiz Kids (0:30)	NBC-18 (3-1—5-24) (R 9-12—. . .)	Wade Agency
Mohawk Carpet Mills Rugs & Carpets	Mohawk Showroom (0:15)	NBC-22 (5-2—7-30) (R 9-12—. . .)	George R. Nelson
Morris, Philip, & Co. Philip Morris	Preview (change title to Candid Camera 9-12) (0:30)	CBS-11 (3-7—. . .)	Biow
	Ruthie on the Telephone (0:05)	CBS-9 (8-7—11-1)	Biow
	Herb Shriner Show (0:05)	CBS-9 (11-7—. . .)	Biow
Motorola Inc. Radio & TV Sets	The Nature of Things (0:15)	NBC-7 (1-1—2-24)	Gourfain-Cobb
	Ripley's Believe It or Not (0:30)	NBC-27 (3-1—4-5)	Gourfain-Cobb
Nash Kelvinator Refrigerators & Electric Ranges	Homemaker's Exchange (Participating) (0:30)	CBS-15 (10-10—. . .)	Geyer, Newell & Ganger
Nat'l Biscuit Co. Milk Bone Dog Biscuit	Dog Show (1:30)	CBS-10 (2-15 only)	McCann-Erickson
Nat'l Dairy Prod. Dairy Products	Kukla, Fran & Ollie (1:00)	NBC-34 (9-27—. . .)	N. W. Ayer
Pabst Sales Co. Pabst Beer	The Life of Riley (0:30)	NBC-38 (5-5—. . .)	Warwick & Legler
Pabst Sales Co. Pabst Beer	Bowling Matches (1:30)	DuM-20 (12-8—12-11)	Warwick & Legler
Pal Blade Co. Pal Razor Blades	Pal Headliner (0:05)	ABC-25 (10-4—10-27)	Al Paul Lefton
Philco Corp. Radio & TV Sets	Philco Television Playhouse (1:00)	NBC-48 (1-1—4-17) (R 7-17—. . .)	Hutchins
Phillips Packing Co. Canned Foods, Soups	Lucky Pup (0:15)	NBC-48 (5-11—11-9)	Aitkin-Kynett
	Easy Aces (0:15)	DuM-15 (12-1—. . .)	Aitkin-Kynett
Pioneer Scientific Corp. Polaroid TV Lens	Pioneer Polaroid Magic Show (0:15)	CBS-7 (2-16—5-11)	Cayton
Procter & Gamble Ivory, Crisco, Duz	I'd Like to See (0:30)	NBC-22 (1-1—3-29)	Compton
	Fireside Theatre (0:30)	NBC-22 (4-5—7-12) (R 9-6—. . .)	Compton
Quaker Oats Co. Ken-L-Ration	Chicago Kennel Club (1:00)	NBC-12 (4-27 only)	R&R
RCA Victor Radio & TV Sets	Kukla, Fran & Ollie (2:30)	NBC-46 (1-1—. . .)	JWT
Reynolds, R. J. Camel Cigarettes	Sports Events (Seasonal) 1/4, 6, 8 Basketball 2/12 Track Meet 3-1 Madison Sq. Gdn. events	CBS-4 (Jan.-Mar.)	Wm. Esty
Camel Cigarettes	Golden Gloves (1:30)	CBS-10 (3-4—3-18)	Wm. Esty
Camel Cigarettes	Camel Caravan of Sports (1:00)	DuM-10 (2-28—5-16)	Wm. Esty
Camel Cigarettes	Camel Newsreel (0:50) (change title to Camel News Caravan 2-10)	NBC-19 (1-1—. . .)	Wm. Esty
Camel Cigarettes	Man Against Crime (0:30)	CBS-12 (10-7—. . .)	Wm. Esty
Ronson Art Metal Works Lighters, Metal Giftwares	Twenty Questions (0:30)	NBC-12 (11-26—. . .)	Grey Adv.
Sagner's, A., Son, Inc. Northcool Suits	Northcool Pimlico Races (1:30)	ABC-6 (5-6—5-15)	I. A. Goldman
Scott Paper Co. Paper Towels	Dione Lucas Cooking Prog. (0:15)	CBS-5 (2-10—11-13)	JWT
Seeman Bros. Air-Wick	Vanity Fair (Participating) (1:30)	CBS-3 (10-17—. . .)	Wm. Weintraub
Sheaffer Pen Co. Pens & Pencils	This Week in Sports (0:15)	CBS-6 (9-20—. . .)	Russel Seeds

(Continued on Telecasting 53)

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DuMONT HITS FREEZE

Asks Congress Action

DECLARING that a continuation of the FCC television freeze presents a threat to the jobs of thousands of New Jersey men and women, Dr. Allen B. DuMont will meet with New Jersey Senators and Representatives tomorrow (Feb. 7) morning in Washington to request Congressional action to terminate the freeze.

Dr. DuMont, president of Allen B. DuMont Labs which employs several thousand persons in its New Jersey manufacturing plants in Passaic, Clifton and East Paterson, pointed out in a statement released for publication today that the manufacture of TV broadcasting equipment, including cameras and transmitters, is already at a standstill. He added that it is only a question of time until the manufacture of receivers and viewing tubes also will be affected.

Dr. DuMont

"The delay of the Commission is directly responsible," Dr. DuMont said, "and if the freeze drags on as it now threatens to do, its adverse economic effects can be tremendous. The big fellows can probably survive but the hundreds of little companies now in television are going to experience some very tough going. The long delay has opened the door to monopoly in both broadcasting and manufacturing and we at DuMont are not interested in monopoly."

When the freeze was put into effect 18 months ago, the DuMont statement noted, it was designed to permit a study of the possible utilization of UHF channels for TV broadcasting in addition to the 12 VHF channels now in use. At that time it was anticipated that the technical studies and hearings could be completed within four or five months and the freeze lifted immediately thereafter.

"That was a year and a half ago," Dr. DuMont said today, "and what has happened? Little or nothing to decide the original problems. Instead the Commission spends its time investigating the possibility of color television now, and the industry stands by doing all it can with a limited market. How soon the freeze will end or how soon the available market will be exhausted except for replacement sets, is the big problem now. Already the broadcast equipment part of the television business has been forced to close shop for lack of customers, and that part of the industry is almost entirely in New Jersey enterprise, located in Clifton and Camden. These plants should be employing thousands of skilled workers today, but they only have skeleton forces of a few key engineers."

New Jersey is one of the two leading states in the manufacture of TV equipment and component parts, Dr. DuMont said, employing at least 25,000 persons directly for the production of transmitters, cameras, receivers and cathode ray tubes and with at least another 25,000 indirectly employed by component manufacturers, retail sales outlets and TV servicing and installation companies.

Questions Raised

Noting that many of TV's technical experts, including officers of Radio Mfrs. Assn., feel that color television is much farther away than just around the corner, Dr. DuMont asked:

"Why then do we avoid the real issue of utilizing the ultra high frequencies to increase the number of television stations the country can operate; create a road block in the path of normal expansion of a great new industry, and threaten the economic stability of thousands of skilled workers in this and other states? We in DuMont will be ready for color television when color television is ready for the public but we see no reason except personal opinions of a very small minority in and outside of the Commission to hold back the further progress of black-and-white television which is ready, is accepted by the general public where it has been permitted to start operations, and is offering employment to thousands and adding greatly to the country's economic welfare."

TELEPULSE

Berle Leads Top 10 Shows

MILTON BERLE's *Texaco Star Theatre* led the top 10 network programs in the multi-market Telepulse survey made Jan. 3-10, it was announced last week by The Pulse Inc., New York. The figures:

TOP 10 NETWORK PROGRAMS

	Prog. Average Rating	
	Jan.	Dec.
Texaco Star Theatre (NBC)	58.4	62.2
Toast of Town (CBS)	39.8	40.6
Talent Scouts (CBS)	39.3	43.5
Godfrey & Friends (CBS)	37.6	40.3
Fireside Theatre (NBC)	33.8	34.7
The Goldbergs (CBS)	33.7	37.6
Stop The Music (ABC)	31.6	36.6
Studio One (CBS)	30.8	29.7
Suspense (CBS)	28.2	29.3
Kraft TV Theatre (NBC)	27.2	27.4

AVERAGE ¼ HOUR TV SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

	Jan. 1950	Dec. 1949
Boston	20.5	
Chicago	24.1	23.9
Cincinnati	30.3	29.5
Los Angeles	24.1	22.7
New York	28.1	27.6
Philadelphia	29.4	26.7
Washington	21.5	22.3
All Markets Combined	26.2	26.0

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Puppets—Wallaby Workshop

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Barometer Reading

(Continued from Telecasting 5)

available to the Commission's staff facilities for interference tests, for observance of ghost phenomena, and for the operation of color television receiving equipment in weak signal areas." In making this announcement last week the Commission also pointed out that the laboratories offer more space than was available for the first demonstration, and that an adequate power supply also is available there.

Last week's announcement also cleared up a point of procedure. Upon conclusion of the color phase of the hearings FCC "will proceed to consider evidence relating to the general issues" of the proceeding. At one point authorities had been inclined toward a recess and decision on the color question before taking up other phases.

The "general" subjects, or Part II, include changes in television rules and standards, the question of opening some 42 UHF channels, use of carrier offset, synchronization and directional antennas, Stratovision, Polycasting, channels for noncommercial educational TV stations, and a proposal that the 470-500 mc segment at the bottom of the UHF region be allocated to common carrier service.

More Delay Forseen

Although some of these subjects have been touched in color television testimony, observers see little chance of this phase being completed in less than four or six weeks.

Then comes the final phase—FCC's proposed city-by-city UHF-VHF allocation plan, providing for 2,245 stations in some 1,400 communities. This is the time when applicants and would-be applicants will come in and tell FCC what is wrong with the allocations proposed for particular communities. The enormity of the task is suggested by the fact that some 200 participants are slated to appear.

This, authorities feel, will take care of another four weeks, at least.

Then the decisions.

Nobody can hazard a guess as to how long it will take the Commission to formulate them, but it is conceded that the questions are among the most vital and difficult to face FCC in recent years. The difficulty is multiplied by the obvious fact that each day's delay means another day's delay in getting television moving.

If a proposed rather than final decision is issued, as seems necessary in the color phase at least, lifting the freeze will be delayed by the time needed to prepare for and hold oral argument and then to reach and issue the final decision.

Authorities agree that FCC cannot lift the freeze without first having decided certain aspects of the color question—except at the risk of precluding color completely or being forced to go through another reallocation to accommodate color.

Network Advertisers

(Continued from Telecasting 51)

Advertiser & Product	Program (Time per Week, Hr. Min.)	Network & No. Stations (Start & End)	Agency
Socony-Vacuum Oil Socony Gas & Oil	Amherst Players (1:45)	NBC-14 (4-3 only)	Compton
Speidel Corp. Watchbands	Ed Wynn Show (0:30)	CBS-23 (10-6—...)	Cecil & Presbrey
Standard Oil of Indiana Gas & Oil	Wayne King Show (0:30)	NBC-8 (9-29—...)	McCann-Erickson
Stein, A., & Co. Paris Garters, Belts	Identify (0:15)	ABC-12 (2-14—5-9)	Lewis Smith
Sun Oil Co. Sunoco Gas & Oil	Nat'l League Football (Various)	ABC-17 (9-25—...)	Hewitt, Ogilvy, Benson & Mather
Sterling Drug Drug Products	Okay Mother (2:30)	DuM-4 (12-12—...)	D-F-S
Swift & Co. Meats, Cheese, Etc.	The Swift Show (0:30)	NBC-18 (1-1—8-4)	McCann-Erickson
Texas Co. Texaco Gas, Oil	Texaco Star Theatre (1:00)	NBC-32 (1-1—6-14) (R 9-20—...)	Kudner
Textron Inc. Wearing Apparel	The Martmans (0:30)	NBC-7 (2-27—5-22)	JWT
Time Inc. Life, Time & Fortune Mag.	Crusade in Europe (0:25)	ABC-33 (5-5—10-27)	Y&R
Trimount Clothing Clipper Craft Clothes	The Amazing Dr. Polger (0:10)	CBS-32 (9-16—10-21)	Wm. Weintraub
Unique Art Mfg. Co. Mechanical Toys	Howdy Doody (0:15)	NBC-21 (1-1—7-11) (R 9-2—...)	Grant
U. S. Rubber Keds	Lucky Pup (0:15)	CBS-8 (3-25—6-24) (R 8-12—11-4)	Richards
U. S. Tobacco Various Tobaccos	Martin Kane-Private Eye (0:30)	NBC-26 (9-1—...)	Kudner
Vick Chemical Co. Vicks Va-Tro-Nol & Vaporub	Picture This (0:10)	NBC-7 (1-1—2-2)	Morse Int.
Westinghouse Appliances	Studio One (1:00)	CBS-22 (5-11—7-6) (R 9-12—...)	McCann-Erickson
Whelan Drug Stores Drug Products	Charade Quiz (0:30)	DuM-3 (1-1—1-13)	Direct
	Hotel Broadway (Front Row Center) (0:30)	DuM-3 (1-20—4-28)	Direct
Whitehall Pharmacal Kolynos & Anacin	Mary Kay & Johnny (0:20)	NBC-1 (1-1—2-13)	D-F-S
Whitehall Pharmacal Kolynos & Anacin	Mary Kay & Johnny (0:30)	CBS-5 (2-23—9-28)	D-F-S
Kolynos & Anacin	Small Fry Club (1:00)	DuM-1 (1-1—9-30)	D-F-S
Wine Advisory Board California Wines	Dione Lucas Cooking Prog. (0:15)	CBS-5 (3-3—12-29	JWT
Young People's Church of the Air Institutional	Youth on the March (0:30)	ABC-12 (10-9—...)	J. M. Camp

The minimum decision in this respect, it is felt, would be a conclusion that bandwidth and the interference and propagation characteristics for color will be the same as for black-and-white.

In this connection, FCC's assumption throughout the color hearing has been that color, like black-and-white, will employ 6-mc channels, and all three of the demonstrated color systems operate on that basis. As to interference and propagation, RCA has submitted results of co- and adjacent-channel tests indicating a substantial similarity in color and monochrome.

Need General Standards

What FCC may finally do with respect to color is anybody's guess. Sen. Ed C. Johnson (D-Col.), chairman of the influential Senate Interstate and Foreign Commerce Committee, has reiterated his advocacy of "broad and sufficiently general standards." Though opposed in many quarters, he seems to be winning adherents in others.

Some FCC staff authorities reportedly are among those who feel this course would offer the most satisfactory compromise of the bitter fight. The industry generally favors a cautious approach to color, CBS advocates prompt color, and Comrs. Robert F. Jones and Frieda B. Hennock in particular, along with Sen. Johnson, favor color and are outspoken in criticism of what they regard as industry "stalling."

Whatever the answer on color, the pattern of TV development will be vitally and perhaps permanently affected by other decisions which must be reached.

Unless the UHF is found capable of being used without too great delay, for example, the development of a competitive, nation-wide television system will be retarded by that much. In any event it seems likely that a surplusage of applicants will make hearings necessary before further grants can be made in the nation's major markets.

One of the prime questions to be settled is one which contributed largely to the freeze in the first place—the effects of tropospheric interference, not taken into consideration in existing standards. The decision on this point will affect the separations to be provided between co-channel and adjacent-channel stations, and, there-

(Continued on Telecasting 54)

Hallen Jr.

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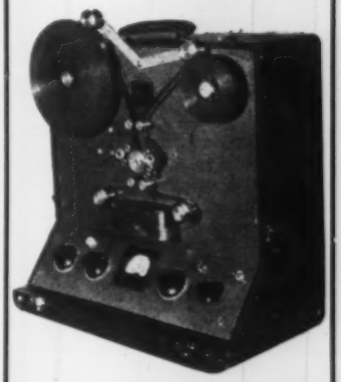

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Barometer Reading

(Continued from Telecasting 53)

fore, the number of stations that can be accommodated.

The tropospheric problem was recognized after FCC had solved another interference problem by eliminating the sharing of television channels by non-broadcast services. To accommodate the non-broadcast services thus displaced, FCC deleted TV Channel 1.

This plan was made final on May 6, 1948. At the same time FCC came out with a proposed new allocations plan based on 12 instead of the former 13 channels and yet providing for twice as many stations in three times as many cities as the old plan.

Hearings on this new allocation were started in late June 1948. These sessions, continuing over some four weeks, raised serious questions as to tropospheric effects and such related subjects as directional antennas, antenna heights and powers. FCC therefore called an FCC-industry engineering conference to start Sept. 13, 1948, to consider:

1. Whether FCC should initiate proceedings to revise the television allocation rules and standards prior to a final decision on the reallocation plan then under consideration;

2. If standards were to be revised, what policy should be adopted with respect to pending applications;

3. What procedures should be adopted in order that revised standards might be based on the best available engineering information.

This conference, held Sept. 13-14, led to a series of highly technical sessions Nov. 30 and Dec. 1-2, 1948. These resulted in formation of the so-called ad hoc committee whose compilation and evaluation of pertinent data were used largely by FCC in its now-pending proposal for revised standards.

Meanwhile, the freeze was ordered into effect on Sept. 30, 1948.

Ten days earlier, the question of opening the UHF had been canvassed in a four-day hearing which produced (1) broad agreement that the 470-890 mc area should be opened, and (2) divergent views on how this expansion should be accomplished. The questions involved in this hearing, although it was a separate proceeding, inevitably became entwined with those involved in the VHF freeze.

Plan Withdrawn

In setting up the current overall proceeding, FCC resolved to make a fresh start. The May 1948 allocation plan, which had been the subject of weeks of hearings, was withdrawn and the industry was required to file new notices to be eligible to participate.

The color question was here injected for the first time since the 1946-47 hearings on the CBS color proposal ended in a decision that color was not yet ripe.

The allocation currently in effect is premised on 150 miles separation between stations on the same channel and 75 between those on adjacent channels, but in many cases it falls far short of these goals. Based on the ad hoc committee's data, the proposal now awaiting hearings would extend these spacings to 220 and 110 miles, respectively.

This proposal, however, does not require the use of either synchronous or offset-carrier operations, which proponents contend will curtail the venetian-blind effects of co-channel interference to a point where the old 150-mile separation standard could be followed. The desirability of requiring such operations, which FCC's present proposal would only "encourage," is among the subjects due for airing before the proceeding is over.

Spectrum Allocation

Meanwhile, there remains a widespread feeling that television's prime problem—inadequate spectrum space—could be largely overcome by assigning to video some of the unused or little used frequencies allotted to government services.

Efforts have been made intermittently to secure such space, preferably adjacent to the VHF television bands. The military and other government agencies thus far have resisted successfully, not yielding to industry argument that government's right to reclaim use of frequencies in time of national emergency is established by law.

The subject of government use of frequencies is currently under study in both houses of Congress. A Senate Interstate and Foreign Commerce Subcommittee, headed by Sen. E. W. McFarland (D-Ariz.), is looking into the question as part of a broad communications probe. In the House, the Sadowski Bill (HR-6949) focuses attention on the subject via its proposal to establish a Frequency Control Board which would allocate between government and nongovernment agencies and also make nongovernment assignments.

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations
OFFERS
200 SILENT AESOP FABLE CARTOONS
13 SOUND CARTOONS
3 OUTSTANDING SERIALS
10 FRANKIE DARRO ACTION PICTURES
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COLOR READY?

RMA, 'Coronet' Say No

IF COLOR television standards were adopted now and proved unsatisfactory, it would be impossible to change them "without involving obsolescence of every piece of transmitting equipment and every set then in existence," RMA asserts in a brochure, "Is Color Television Ready for the Home?", published last week.

"When standards are set all future improvements must be within the framework of those standards," says RMA, which opposes immediate approval of color and has set up a National Television System Committee to work out and recommend color standards.

The booklet discusses the rival RCA, CBS, and CTI color television systems and FCC's current color proceeding. It contends that not all telecasts will be in color even when color TV is approved, and that not all new receivers will be equipped to receive in color, because of the cost factor.

Meanwhile, an article in the February *Coronet* entitled "How Much Bunk in Color Television?" contends color TV is not ready and should not be offered commercially until "actually perfected." The article, by John L. Springer, quotes "the experts" as saying color TV is not just around the corner and warns that "a debacle" would result from premature approval.

MOCK TV set, on which spots and shows can be previewed by the Edward Petry Co., national station representative, was introduced to Chicago agency people at the firm's television room preview [TELECASTING, Jan. 30]. In this group are (l to r): J. Ralston Fishburn, Petry Television staff, explaining the device's operation; Howard Ketting, vice president, Ruthrauff & Ryan; William Weddell, radio manager, Leo Burnett; Don Calvin, account executive, Leo Burnett.

THESE Radio Rowers were among those attending the Petry preview. They included (l to r): Norman Hayne, radio director, Ruthrauff & Ryan; Milton Blink, vice president, Standard Radio Transcription Service; Paul Schlesinger, timebuyer, Tatham-Laird; C. C. Tucker, vice president, R. J. Potts-Calkins & Holden, Kansas City, Mo.

OTHER Petry partygoers included (l to r): Keith Kiggins, Petry-TV; Ed Fitzgerald, timebuyer, J. Walter Thompson; Bill Condon, timebuyer, Wade Advertising; Richard Montgomery, account executive, Compton Advertising; Edward Voynow, Petry Chicago vice president.

When Mickey and Felix were our leading "TV" stars...

Those celebrated "movie actors"—Mickey Mouse and Felix the Cat—were pioneer helpers in television research

No. 1 in a Series Tracing the High Points in Television History

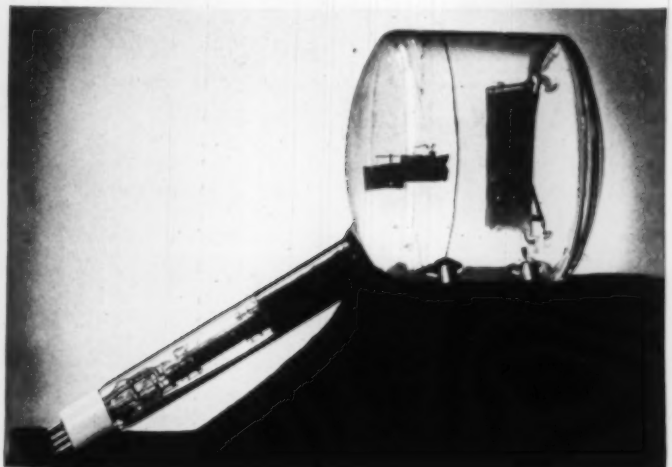
Photos from the historical collection of RCA

Felix the Cat and Mickey Mouse *were, during television's experimental period in the 'Twenties and 'Thirties, the most frequently televised actors on the air. Using them as "stand-ins," RCA engineers and scientists gathered basic data on instruments and techniques.*

● Strange though it may seem, a pair of toy figures had a lot to do with television as you now enjoy it! As "stand-ins" during television's early days, Mickey and Felix helped RCA scientists and engineers gather priceless information.

Choice of this pair was no accident. Their crisply modelled black-and-white bodies were an ideal target for primitive television cameras. The sharp contrast they provided was easy to observe on experimental kinescope "picture tubes."

Would living actors have done as well? No, for what RCA scientists were studying was the effect of changes in instruments and telecasting techniques. With living actors it could never have been absolutely certain that an improvement in the televised image came from an improvement in equipment and techniques—or from some unnoticed change in an actor's appearance, clothing, make-up. Mickey and Felix provided a "constant," an unchanging target which led to more exact information about television.



The iconoscope, *electronic "eye" of television, invented by Dr. V. K. Zworykin, of RCA Laboratories.*

Problem after problem was met by RCA scientists, with the results you now enjoy daily. For example: In the "Twenties" and early "Thirties," there were still people who argued for *mechanical* methods of producing a television image, despite the obvious drawbacks of moving parts in cameras and receivers. Then Dr. V. K. Zworykin, now of RCA Laboratories, perfected the iconoscope, to give television cameras an all-electronic "eye"—without a single moving part to go wrong. Today, this same all-electronic principle is used in the RCA Image Orthicon camera, the supersensitive instrument which televises action in the dimmest light!

Also developed at about this time, and again by Dr. Zworykin, was the *kinescope* tube whose face is the "screen" of home television receivers. On its fluorescent coating an electron "gun"—shooting out thousands of impulses a second—creates sharp, clear pictures in motion. Those who may have seen NBC's first experimental telecasts will remember the coarseness of the image produced. Contrast that with the brilliant, "live" image produced by the 525-line "screen" on present RCA Victor television receivers!

Credit RCA scientists and engineers for the many basic developments and improvements which have made television an important part of your daily life. But don't forget Mickey Mouse and Felix. They helped, too!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

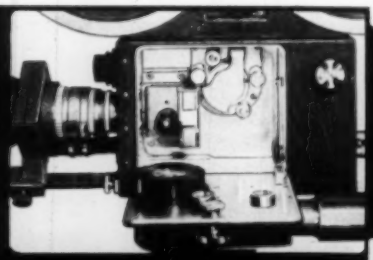
TV FEATURES OF THE MAURER 16 MM. CAMERA

The New Maurer Multiple Sound Track Details on Request

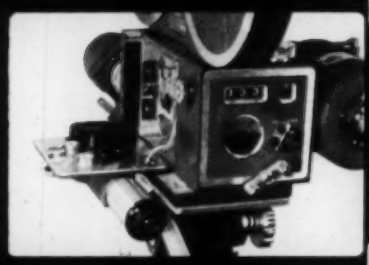
The Maurer 16 mm. camera is the answer to your exacting TV production requirements. Designed *specifically* for professional use, it produces steadier, sharper and more accurately composed pictures under all conditions. Ease of operation, combined with many other unique features make the Maurer Professional tops in performance and dependability.

The 16 mm. Camera Designed Specifically for Professional Use!

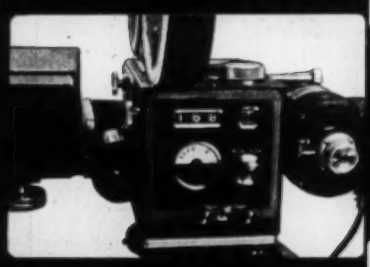
For details on these and other exclusive Maurer features, Write:



In the exclusive Maurer intermittent movement the functions of the pull-down claw and registration pin are combined, giving accurate registration in old or new film. Because it depends to a minimum extent upon the accuracy of 16 mm. perforations, this movement provides the most accurate registration obtainable.



The unique Maurer focusing system provides full field composition through the taking lens. The image seen through the clear glass reticle permits the greatest magnification ever obtained in a motion picture camera for critical focusing, therefore obtaining the greatest accuracy.



The Maurer variable shutter has a 235° open segment . . . allowing use of a smaller aperture with the same lighting . . . giving greater depth of field. Calibrated in ½ lens stops, it permits quick and accurate change of exposure while shooting. The additional light transmission permits you to shoot your originals in color easily, a factor which is valuable now and may become much more important.

J. A. Maurer, INC.

37-01 31st Street, Long Island City 1, N.Y.

16mm maurer

Commercial

WILTON GUNZENDORFER, formerly general manager of KROW Oakland [BROADCASTING, Jan. 16], joins KYA San Francisco as sales manager.

CHARLES F. MILICI, DANIEL J. BERNSTEIN and **JOHN S. PALMER** join sales staff of WMGM New York. Mr. Milici formerly was on ad staff of former *New York Sun;* Mr. Bernstein attended Harvard Business School, and Mr. Palmer was in television packaging business.

WM. G. RAMBEAU Co. appointed national representative for WLIO East Liverpool, Ohio, effective immediately.

ROBERT M. DOOLEY, formerly with KFAB and KOIL Omaha and KFOR Lincoln, Neb., named national sales manager for WOW Inc. He will represent WOW-AM-TV Omaha and KODY North Platte, Neb., all owned by WOW Inc.

JOHN SCHENK joins WMLL(FM) Evansville, Ind., as account executive.

WELLS ARMER, formerly with KTAR Phoenix, Ariz., joins sales staff of KSMO San Mateo, Calif.

ED FILION, formerly with Pan American Airways, joins New York sales staff of Robert Meeker Assoc., station representative.

JERRY GLYNN, former sales service manager of WLS Chicago, will join Walker Co., station representative, as Chicago manager, Feb. 13, replacing **WILLIAM LEE,** who will join Katz Agency, representative firm, as radio salesman. Mr. Lee will be assigned to Chicago office of Katz.

ARTHUR DURAM, sales promotion manager for CBS-TV since Jan. 1949, named network's television market research counsel. He will be responsible for delivering major presentations and for liaison between research department and CBS-TV salesmen. He went to CBS television in 1949 from WBBM (CBS) Chicago, where he was sales promotion manager. Previously he was with O'Brien & Dorrance, New York, as copywriter and contact and with Hillman Publications as promotion manager.

FRED ELLIOTT, formerly of continuity department of WKRT Cortland, N. Y., transfers to station's sales staff.

JACK COSGROVE, formerly with sales staffs of WOC Davenport, Iowa, WJMS Ironwood, Mich., WATW Ashland, Wis., and most recently with WEBC Duluth, Minn., appointed sales manager of WEBC.

HARRY T. GOERGER has been appointed executive assistant to **Rowland Guilford,** sales manager for New York sales office of Allen B. DuMont Labs. Inc. Mr. Goerger was formerly assistant district manager for the New York area of Ford Motor Co., having been with that organization 17 years.

FRANK S. BLAIR, former general manager of WSCR Scranton, Pa., joins WQAN-AM-FM same city, as commercial manager. He was most recently with WARL Arlington, Va., and previously had been with WOL Washington.

JOE BOLLES, program director for WKRC-TV Cincinnati, named sales executive for station.

RICHARD HASBROOK, manager of Los Angeles office of Avery-Knodel Inc., elected chairman of Los Angeles Chapter, National Assn. of Radio Representatives.

THOMAS F. FLANAGAN, managing director of National Assn. of Radio Station Representatives, elected life trustee of Trinity College, Hartford, Conn.

JACK TIPTON and **JOHN McENIRY,** salesmen for KLZ Denver, join nighttime faculty of U. of Denver radio school.

ZELON H. WHITE, commercial manager of KSUE Susanville, Calif., appointed chairman of National Foundation for Infantile Paralysis for Lassen County, Calif.

ADAM J. YOUNG Jr. Inc. appointed national advertising representative for Midnight Sun Broadcasting Co. stations, KFAR Fairbanks and KENI Anchorage, both Alaska. Firm will represent stations throughout U. S. excepting Pacific Coast states where stations continue to operate their own office in Seattle, headed by **GIL WELLINGTON,** national advertising manager.

'KORN KOBBLERS'

Old Judge Buys Ziv Show

SALE of *Korn Kobblers Show* to Old Judge Coffee Co. (product of David Evans Coffee Co., St. Louis) was announced last week by the Frederic W. Ziv Co., producer of transcribed programs. *Korn Kobblers,* featuring novelty and dance music on washboard, tin can, washtub, etc., was purchased by Old Judge Coffee for 12 markets in Illinois, Indiana and Kentucky.

Also announced is the leasing of Ziv-produced *Guy Lombardo Show* by Andrea Television in cooperation with its Cincinnati distributor, Johnson Electric Supply Co., to sell television sets via radio. Program was initiated on WCPO Cincinnati Jan. 29. Some 81 store owners attended a "kick-off" sales meeting at the Hotel Terrace Plaza sponsored by Haehnle Advertising Agency for Andrea retailers in cooperation with Joseph Kotler, Ziv account executive.

ABC *Bride and Groom* show moves to new 3:00-3:20 p.m. (PST) time slot, Monday through Friday. Program has taken new quarters at Lido Room of Hollywood Knickerbocker Hotel.

Advertisement

From where I sit *by* Joe Marsh

Give Us Back Our Sidewalks, Slim!

I wrote that over an article in our newspaper last week, but I didn't like doing it. After all, the man it was aimed at—Slim Henderson—is a good friend of mine.

Slim came into quite a windfall last month, and bought the old Clarke place. The deed gave him title to *all* the land—right down to the street. Then Slim started to take up the sidewalk to make his lawn look better.

I felt it wasn't fair to the town and said so in my article. Next morning Slim comes around and wants to know what I mean—getting folks riled against him. I felt ornery myself, and we had quite a set-to over the whole business.

From where I sit, that was foolish. Once we'd cooled off (over lunch and a bottle of beer at Andy's Tavern), Slim decided the sidewalks should stay —for the common good and I promised next time I'd take a good look at the other fellow's point of view before writing any articles about him!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Telecasting
← Insert
Pull Out for Filing

how big can a 5,000 watter be?

Plenty big...if the station has one of the half-dozen best frequencies in U. S. radio.

that's WMT -- 600 k.c.

Plenty big...when ground conductivity and freq. combine to push the 2.5 mv. line way out

that's WMT -- with a 2.5 mv. contour of 19,100 sq. mi.

Plenty big...when there are people living in all those square miles

that's WMTland -- a "city" the size of Washington, D. C., spread out over the richest land in the world

WMT adds up to the kind of a station an advertiser needs to cover Eastern Iowa economically!

• *The Katz man will provide full details.* •

BASIC COLUMBIA NETWORK

News

BILL TOMPKINS, former head of news department of WROW Albany, N. Y., appointed head of news bureau of KXYZ Houston, Tex.

REUBEN A. HALL, new to radio, appointed farm director of KSMN Mason City, Iowa. He was 1st Army staff officer for food and agriculture in Europe during the war and was attached to supreme headquarters, working in food and agriculture department of military government in Germany until 1946.

Mr. Hall

DALTON HILLE, one-time program director of WLOK Lima, Ohio, joins WKBZ Muskegon, Mich., as news editor.

A. R. KEMP appointed supervisor of national farm broadcast service of Canadian Broadcasting Corp., Toronto. **A. K. MORROW,** formerly of CFCY Charlottetown, P. E. I., named assistant supervisor. **J. W. R. GRAHAM** succeeds Mr. Morrow as farm broadcast commentator for the CBC Maritimes region at CBH Halifax. Mr. Kemp joined CBC in 1943 as commentator and has been assistant supervisor of department since 1945.

LANDON YOUNG, former commentator and public relations field man for KPRO-AM-FM Riverside, KROP Brawley, KREO Indio and KUCB Blythe, all California, joins WILS Lansing, Mich., as local commentator.

LARRY RAY, former sports broadcaster for KCKN Kansas City, Kan., joins WHB Kansas City, Mo., as sports director.

MARION DEL VECCHIO, former news editor at WTRF Bellaire, Ohio, joins news staff of WCUE Akron, Ohio. **GENE DAVIS,** former sportscaster for WOSU Columbus, appointed head of sports department of WCUE.

LOWELL THOMAS, CBS newscaster, and his son, **LOWELL THOMAS Jr.,** have written series, "Out of This World: A Journey to Lhasa," for *Collier's* magazine. Series is based on their recent trip to Tibet.

JACK TIMMONS, former farm director for KLEE Houston, named farm director for KTBS Shreveport, La.

STAN CRAFT, news editor for KXRO Aberdeen, Wash., chosen man of the year by Aberdeen Chamber of Commerce.

NED CALMER, member of staff of CBS *World News Roundup,* is the author of a novel, *The Strange Land,* to be published by Scribners today (Feb. 6).

JOHN THOMPSON, manager of news and public affairs at KNBC San Francisco, reappointed instructor for Institute of Journalistic Studies at Stanford U. for third year. He will conduct courses in radio news writing and editing. He also is on journalism faculty of U. of California.

FRANK ALLAN, news editor and disc jockey for KECK Odessa, Tex., is the father of a girl.

On All Accounts

(Continued from page 30)

Angeles with plans to expand into regional television within the next few months.

In addition, 10 other agency clients are planning to go into radio and television soon.

Don Lauritzen has been faithful to Los Angeles ever since he was born there in 1914. Following in the footsteps of an older brother, he took up art work at Wiggins Trade School for two years following high school graduation. For the next few years he worked with Pico Sign Co., did free-lance art work and photography. In 1937 he joined Pacific Outdoor Adv. Co. first doing photographic work and later becoming merchandising manager.

Two weeks after entrance of the United States into the war in 1941 he joined civilian ranks at Todd Shipyards, San Pedro, Calif., as supervisor in Navy materials, where he remained the next four years.

Present Firm Organized

His next step upon leaving there was to form his present partnership.

Rockett-Lauritzen recently opened a Pasadena office and has further plans to expand its operation. Future plans also include going into packaging of television shows.

Don formed another, but less-hasty partnership in 1939 when he married Margaret Cooper, whom he had known for 11 years. Additions to their West Los Angeles staff include Donald Ross, 9; Robert Dillon, 7; Christina, 5.

Don's spare time is taken up with building and sailing small sailboats. He and Bob Rockett claim the building of the first plastic sailboat in that area.

In the realm of clubs, Don is a member of Academy of Television Arts & Sciences.

DISABLED VETS

Urged To Buy Radio Time

SUGGESTION that Disabled American Veterans Service Foundation, New York, buy radio time just as it is buying full-page newspaper and magazine space, has been made to the foundation in connection with its request for free facilities.

Promoting its third annual $100,000 prize contest, the foundation sent a form letter to disc jockeys asking them to carry announcements "as a public service." Two announcements were enclosed with suggestion that they be used "as frequently as possible."

Maj. Gen. Irving J. Phillipson, Ret., chairman of the foundation's finance and budget committee, concludes his letter as follows: "We earnestly hope we may have your continued, wholehearted cooperation in this vital work on behalf of America's war-disabled veterans."

FCC POLICY

Hearings Are Postponed

ACTING on requests of industry for sufficient time to prepare for FCC's "uniform policy" hearing—at which licensee-eligibility of violators of U. S. laws other than the Communications Act will be considered and reviewed—the Commission last week postponed the proceeding until April 24. Hearing was to commence Feb. 13 [BROADCASTING, Jan. 30].

The Commission also postponed its deadline for filing of briefs and appearances from Feb. 6 to April 10. The proceeding was announced by FCC only a fortnight ago and, as was pointed out by petitioners for extension, less than two weeks was allowed to prospective participants to prepare for the case, which has wide implications. Some noted FCC apparently had been preparing for at least a year.

FCC's effort to secure uniform procedure for handling applications of those involved in civil and criminal proceedings outside the jurisdiction of the Communications Act stems from a 1948 Supreme Court decision holding the major motion picture producers to be in violation of anti-trust laws. Action on about a dozen broadcast applications has been held up because applicants or licensees were found by a federal court to have violated U. S. laws on monopoly, restraint of trade, unfair competition and the like.

In substance, FCC wishes to determine what violations or charges it might or is authorized to consider in its license procedures, and, how far such consideration should extend.

NAB told the Commission that its general counsel, Don Petty, would participate. In requesting postponement of the hearing, NAB noted the "difficult and important legal issues raised." Among others filing requests and comments were Loew's Inc.; 20th Century-Fox Film Corp.; Welch, Mott & Morgan, Washington radio law firm; and Ralph Walker, Washington radio attorney, individually, and on behalf of WKY Oklahoma City, WNAO Raleigh, N. C., and Yankee Network.

BENJAMIN DARROW

'School of Air' Founder Dies

BENJAMIN DARROW, 60, founder of the country's first *School of the Air* on WLS Chicago in 1924, died in Columbus, Ohio, Jan. 28. Public relations director of The Ohio Public Expenditure Council at the time of his death, Mr. Darrow also at one time organized a school of the air program at WLW Cincinnati.

Surviving are his widow, four children and a sister. The eldest son, Richard W., is a director of public relations for the Glenn L. Martin Co. in Baltimore.

A Touch of Disney

IT starts about 7 p.m., and sometimes sings until midnight. A crooner? A bird? No, a mouse. KAYL Storm Lake, Iowa, reports that this unique songster was captured in a Cherokee, Iowa, home after some folks heard what they thought was a bird singing in the house. KAYL further reports that it sounds exactly like a thrush or canary and the public has been flocking in to see it at the studio. The station made a tape recording of one of "Midnight's" song fests and played it on the Jan. 19 noon hour newscast.

PULSE RATINGS

Top 10 N. Y. Shows Listed

TOP TEN evening and daytime radio shows in New York during the week of Jan. 3-9 as measured by The Pulse Inc. were:

EVENING

Program	Average Rating Jan.	Dec.
Lux Radio Theatre	18.2	19.2
Jack Benny	17.9	21.2
Walter Winchell	17.7	18.7
Talent Scouts	13.7	14.2
Amos 'n' Andy	13.5	16.0
Suspense	12.9	15.0
Fibber McGee & Molly	12.7	....
Crime Photographer	12.7	11.9
You Bet Your Life	12.0	....
Stop the Music	11.7	12.7

DAYTIME—5-A-WEEK

Program	Average Rating Jan.	Dec.
Arthur Godfrey	9.9	10.2
Grand Slam	8.5	9.1
Rosemary	8.3	9.1
Aunt Jenny	8.3	7.5
Our Gal Sunday	8.3	7.3
Big Sister	8.2	7.5
Wendy Warren	8.0	7.5
Helen Trent	8.0	7.4
Ma Perkins	7.9	7.3
Young Dr. Malone	7.3	6.8

SATURDAY & SUNDAY DAYTIME

Program	Average Rating Jan.	Dec.
The Shadow	9.5	10.4
True Detective Mysteries	7.3	8.0
Junior Miss	7.0	6.5
NBC Theatre	6.5	....
Grand Central Station	6.3	....
Metropolitan Opera	6.2	....
Children's Hour	5.7	....
Theatre of Today	5.7	....
Make Believe Ballroom (Sat., a.m.)	5.6	....
Stars Over Hollywood	5.5	....

Sealy Plans Radio-TV

SEALY Mattresses, Chicago, will introduce its new orthopedic mattress, claimed to be the only one on the market approved by the American Medical Assn., in a heavy national radio and TV spot campaign starting April 10. Bulk of advertising (other media will be used) will be used that month. Spot announcements and station breaks for AM will be released to 29 factories for sponsorship locally. Some of the national business will be paid for by the parent company. Agency is Olian Advertising, Chicago, and Jerry Joss is account executive.

He Fences In All Types of Homes

His audience is as wide as the country; he appeals to housewives in Oregon, farmers in Texas, laboring men in Michigan. Says Mr. D. W. Thompson, Secy-Treas. of the Angelina County Lumber Co., Lufkin, Texas, to Station KTRE:

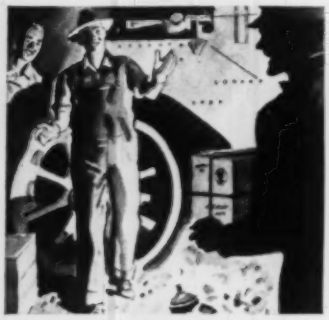
"Mr. Lewis' stand on old-time Americanism is just what this company likes to keep before the public. We are pleased to tell you that his program has a very wide listening audience in all types of homes: that is, among the laboring class, as well as among the business-men and management, and farmers. Our company owns forestlands in other counties . . . and the wide coverage afforded by KTRE facilitates our taking to the people a very fine daily news commentary."

Lively, stimulating, widely followed, the Fulton Lewis, Jr. broadcast is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Contractor saves penalty of $500 — by investing $3.84 in Air Express

Time clause in housing project paving contract stood chance of being invoked when equipment broke down at 5 P.M. 10-lb. carton of replacement parts Air Expressed from 1200 miles away. Delivery in 8 hours. Air Express charge only $3.84—and contractor completed job on time.



$3.84 is small charge indeed, since it covers door-to-door service. Anytime delivery, 7 days a week, at all airport cities. This feature makes the *world's fastest* shipping service the most convenient to use.

Air Express always goes by Scheduled Airlines; this means extra dependability, *experienced* handling. And shipments keep moving 'round the clock. Regular use of Air Express keeps *any* business moving.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

AIR EXPRESS
GETS THERE FIRST
Rates include pick-up and delivery door to door in all principal towns and cities
A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

KLEBAN NAMED

Is Simmonds & Simmonds V.P.

MONTE KLEBAN, former member of the executive staff of KTRH Houston, has been named vice president in charge of the new Southwest branch of Simmonds & Simmonds Inc., Phil Tobias, president of the advertising agency, has announced.

Mr. Kleban

Prior to serving at KTRH, Mr. Kleban was program and production manager at WOAI San Antonio. Mr. Tobias announced the opening of the new office to handle Southwest advertisers and to service national accounts advertising in the vicinity. The office is located at 533 Fidelity Bldg., Dallas 2. Phone number is Central 8504.

TR CONTRACTS

Placed in Five Markets

CONTRACTS, including renewals and first-time sponsorships, were announced last week by Transit Radio Inc. for five separate transit markets.

A third successive renewal of TR advertising in Houston, Tex., for Bond Stores has been placed by Neff-Rogow Agency, New York, calling for 12 announcements per week, the firm said.

Other contracts were:

Terre Haute Brewing Co. through Pollyea Agency, 24 announcements per week for 52 weeks at Flint, Mich.; Bauer & Black Inc. (Bluejay products) through Henri, Hurst & McDonald, Chicago, 20 announcements per week for 13 weeks at Evansville, Ind.; Miles Labs. Inc. (One-A-Day Vitamins) through Wade Advertising, Chicago, 17 announcements per week for 26 weeks at St. Louis. Renewals in Cincinnati were John Shillito department store, Biedenbender Clothing Co. and Cincinnati Gardens Inc. New account is Song Shop, 26 announcements per week.

P. LORILLARD CO.

Names Three to Adv. Dept.

P. LORILLARD CO., New York (Old Gold cigarettes), has appointed three new executives to its expanded advertising department, H. A. Kent, president of the company, announced last week. The new executives are Fred G. Robbe, formerly account executive with Young & Rubicam, New York, as assistant advertising manager; Claude W. Berkley, previously with the company's sales department, as media director, and George Whitmore, formerly business manager of the Burke Dowling Adams Agency, as supervisor of advertising control and analysis.

The expansion, according to Alden James, director of advertising and public relations, resulted from increased advertising promotion, healthy growth of the company's cigarette brands and creation of the cigar division.

'BAD AXE BABY'

Song Heralds WLEW Debut

IN connection with its scheduled opening next Saturday (Feb. 11), WLEW Bad Axe, Mich., has had published a song titled "I Found My Baby in Bad Axe." With words by Chet Hey and music by Ted Shunk, the song is printed in standard size sheet music, brightly colored.

Owned and operated by the Saginaw Broadcasting Co., which also owns and operates WSAM Saginaw, WLEW will operate daytime on 1540 kc with 250 w. Milton L. Greenebaum is president and general manager of the Saginaw Broadcasting Co.

TAX-FREE ISSUE

WGGG Asks Limit on WRUF

CHARGE that Florida stations enjoying tax support while accepting advertising are unfairly competing with privately-owned tax-paying stations is made by WGGG Gainesville.

WGGG has asked the Florida State Board of Control to prevent WRUF Gainesville, U. of Florida outlet, from competing with it for local advertising, according to an Associated Press dispatch. WGGG operates with 250 w on 1230 kc. WRUF is a 5 kw outlet on 850 kc.

The state board took no immediate action on the plea other than to instruct the manager of WRUF to defer efforts to sign broadcast rights for local professional baseball games until a university committee studies the situation.

President R. M. Chamberlin, of WGGG, said WRUF competition for local advertising hurt his enterprise and contended WRUF could operate without loss by obtaining income from national advertisers. Should WRUF not get enough revenue from state appropriation or national advertising, he added, "it should at least raise its rates to the average charged by other 5 kw stations instead of competing with WGGG at 250 w rates."

Hollis Pineheart, member of the state board, said he was inclined to agree with Mr. Chamberlin's proposal except that Gainesville merchants may be relying on WRUF's 5 kw coverage, according to the AP dispatch. The topic will be discussed by the board Feb. 16 at a Gainesville meeting.

It is contended WRUF along with WJAX Jacksonville (city-owned) and WSUN St. Petersburg (city-owned) enjoy tax support. WGGG also points out that privately owned outlets pay real estate and personal property taxes as well as license and other fees.

PROMOTION for "Children's Dental Health Day," today (Feb. 6) was carried by more than 50 AM and FM stations in New York state. Each station carried one special 15-minute show pointing up importance of day.

Production

ISLAND window, completely encased in glass and "viewable" from all sides is effective local promotion used by WENT Gloversville, N. Y. Using slogan, "WENT is in the Window," station moved its studio operation into window, which belongs to town's largest department store, for Radio Week. Complete studio, plus control room, newsroom and copy-commercial room, carried on its activities before the public eye with full staff present. Two week promotion over station preceded move, with slogan lines at bottom of newspaper promotion carried week before and during window operations. Segments of daily programming were carried from window with public asking questions and being shown intricacies of operations during off-the-air hours.

WERE is There

PHRASE, "WE'RE Cleveland," has been used by WERE that city since it took the air. Station's programming often carries "We're" tag line also, for example: On-the-spot news coverage is tagged, *WERE There*, and children's show, *WERE Pretending*.

Long Quiz

QUIZ show lasting 20 days currently being carried as part of 20th anniversary promotion by WBTM-AM-FM Danville, Va. Ten prizes have been donated to station by local merchants. Station visits two stores per day, shows merchants' prizes and tells them to "talk for it." Speeches are recorded for judgment by panel of judges at end of month, with prizes going to 10 top winners. Show is called *Talk for It*.

Coverage Folder

NAVY, blue and white folder sent to trade by WBTV (TV) Charlotte, N. C., pictures map of Carolinas. Flags set up from map carry quotes of viewers who have seen WBTV from points as much as 160 miles distant. Line up of remarks from set owners in points throughout the Carolinas and adjoining states complete folder. Station remarks, "WBTV is providing satisfactory television service to 57 Carolina counties with over 3,000,000 population."

Katz for Women's Shows

FOUR-page booklet issued to trade by Katz Agency Inc., station representative firm, summarizes women's service programs available on participating basis on Katz represented stations. Twenty-three shows on 22 stations from Miami, Fla., to Spokane, Wash., are included. Rates, time and other pertinent material is incorporated in folder.

Born With Silver Spoons

ALL New Year's Day parents who wrote to 1847 Rogers Bros. and MBS *Queen for a Day* show, substantiating their blessed event with name of hospital and physician, are receiving special presents from company. Children receive silver spoons. Gimmick reportedly drew response from approximately 20% of parents of children born that day.

Trade Reprint

HEADING on latest promotion bulletin from WWDC Washington announces, "WWDC Turns 'Headlines' in 'Buy Lines'." Bulletin deals with reprint of success story concerning Jon Massey, Negro disc jockey for station. Pulse report on Mr. Massey's listener pull is recorded.

Gift Certificate

CLIENTS of WMAQ (NBC) Chicago —network, local and spot—last week received "gift certificates" representing their share in a promotional announcement bonus totalling $1,004,614 worth of free time. Mailed by Promotion Manager Harold A. Smith, the certificates represented 15,652 promotions aired last year.

Blue Promotion

SOLID blue bulletin promotes *Melody Merry-Go-Round* on WLAW Lawrence, Mass. Disc show was reviewed by trade magazine and reprint of review appears on bulletin accompanied by picture of Bob Perry, show's m.c.

WORZ's Sign

LARGE neon sign, measuring 30 by 18 feet and featuring thermometer six feet in diameter, is passed by 70,000 Floridians daily. Sign was erected by WORZ Orlando and prominently displays its call letters, dial position and NBC affiliation.

Building Promotion

FOR persons who wish to watch construction on building being erected by Baltimore Federal Savings & Loan Assn., Baltimore firm has set TV peepholes into fence around excavation. Behind each peephole is set a wheel bearing various slogans. Wheel must be turned past these slogans before viewer can see construction work. Loan Assn. sponsored *This Is Your Zoo* on WAAM(TV) that city, for 17 weeks, stopping sponsorship when its building was torn down. Promotion for show, still carried by station, is seen on wheels.

Personnel

JACK McKENNA, in radio for more than 10 years, appointed promotion and program manager of WEBC Duluth, Minn., replacing **BILL CONNOR**, resigned.

DON KELLY, director of public relations for WBBM Chicago for five years, resigns. Before joining WBBM he spent six years with WLS Chicago as promotion and publicity director.

STANLEY G. BOYNTON RADIO ADV., Boston, reappointed to handle advertising for WJR Detroit.

GEORGE FIRESTONE joins advertising and promotion staff at NBC's Central Div. He formerly worked in sales promotion for International Truck Div. of Clark Equipment Co., Battle Creek, Mich.

WILLIAM A. GORMAN, formerly with Bert Dunne Inc., and before that with Super Grocers News and Budde Publications, all San Francisco, joins KFI Los Angeles promotion department. He will work on station's grocery promotions and other merchandising projects.

AL ALPERSTEIN, member of promotion staff of Pan American Broadcasting, New York, is the father of a girl, Eleanor Reba.

M-G-M ADDITIONS
36 Subscribe in January

METRO-GOLDWYN-MAYER Radio Attractions added 36 stations to its list of subscribers during the first three weeks of January, bringing to more than 150 its total subscriber list. Announcement was made last week by Bertram Lebhar Jr., director of WMGM New York and head of the recently-created transcription service.

Among stations which signed contracts in January are three 50 kw outlets: WBAL Baltimore, KABC San Antonio and KRMG Tulsa. Others signed were: KFBI Wichita, 10 kw; WREN Topeka, 5 kw; KTRI Sioux City, 5 kw; WJPS Evansville, Ind., 5 kw, and KSO Des Moines, 5 kw.

Seventeen additional Intermountain Network stations were signed to take in the entire network of 23 stations. They were: KID Idaho Falls, KVMV Twin Falls, KFXD Nampa, all in Idaho; KBMY Billings, KRJF Miles City, KMON Great Falls, KOPR Butte, KPRK Livingston, all in Montana; KRAM Las Vegas, Nev.; KSUB Cedar City, and KSVC Richfield, both Utah; KVRS Rock Springs, KSPR Casper, KWYO Sheridan, KPOW Powell, KOWB Laramie, KOVE Lander, all in Wyoming.

Also signed: WVOA Tucson, Ariz.; WEEK Peoria, Ill.; KFOR Lincoln, Neb.; KBON Omaha, Neb.; WAEB Allentown, WCNR Bloomsburg, WCPA Clearfield, WBPZ Lock Haven, WPPA Pottsville, WBAX Wilkes-Barre, WRAK Williamsport, all in Pennsylvania.

COMING—

THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.

GATES

SEE FEB. 13 BROADCASTING

Is frequency important?

you bet it is!

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best.5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM 800 KC WHTN FM 100.5 MC

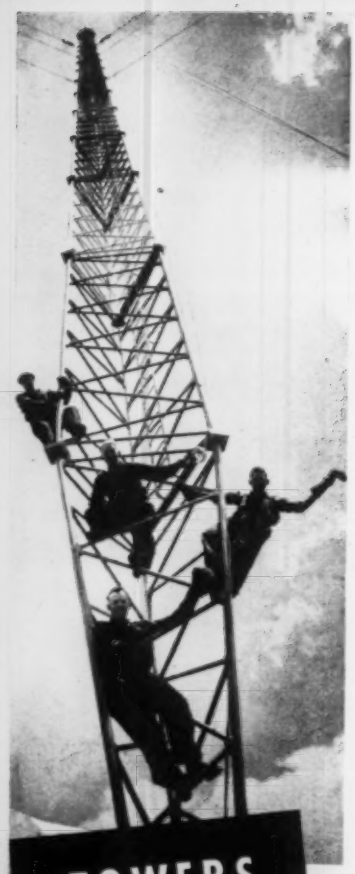
1,000 WATTS 53,000 WATTS

HUNTINGTON, W. VA.

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.,
Advertising
Huntington, West Virginia

National Representatives



Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

BDN STEEL ERECTING CO.

82 W. WASHINGTON ST.
CHICAGO 2, ILL.

Respects

(Continued from page 32)

populace and the wooing of his childhood sweetheart, Mary Jane Nelson. Living there with his family, he got a statistical job with General Mills when his uncle sold the firm a flour mill. The uncle is still suspected of putting a clause in the sale contract which called for a job for his favorite nephew. Between then (1929) and now, Lowry Crites rose from statistical clerk to media director in 1942 and to Mr. Gale's administrative assistant in 1947.

"Best work I ever did, though, was marry that Nelson gal," he says. They were wed May 23, 1931 in Oklahoma City, where the bridegroom was working as assistant to the comptroller of GM's southwestern division, which covered Oklahoma, Texas, Arkansas and New Mexico.

Resigning this post to become sales manager for GM's bulk products—flour and feed—he was reassigned in 1935 to the deeper south, and went to Atlanta as comptroller of the southeastern division. In 1940, Mr. Crites steamed northward to Minneapolis headquarters, where he progressed from comptroller of advertising to his present post.

For several years now, he has had direct charge of the premium division, accounting and all media. Until a year ago, he also headed the motion picture unit, which was then separated from other media. General Mills produces numerous institutional and still films.

Screens Prize Ideas

Premium activity is one of the firm's major projects, as General Mills has pioneered in offering Buck Rogers rings and the like to children with a voracious appetite for Wheaties. Eighty percent of the premium ideas, however, are submitted by the firm's agencies—Knox-Reeves, Minneapolis; Dancer-Fitzgerald-Sample, and BBDO, both New York, and Tatham-Laird, Chicago. Mr. Crites screens all prize suggestions submitted by private persons. One man from each agency works with him in selecting between 40 and 50 kinds of merchandise offers each year.

Because his duties are manifold, and because the theme of the entire corporation is teamwork, Mr. Crites' functions are broad and lack specific definition. One responsibility, however, is coordination of policies and activities among the agencies. He also establishes procedure in getting General Mills time and space franchises.

As media director, he supervises radio and television. The talent or creative aspects are handled separately. The most advertised of the company's products are 17 in the grocery line and five among mechanical appliances. Advertising on these represents about 95% of the total ad budget per year, although several hundred other products are manufactured by the milling firm, including feeds, flours and special items.

Between 40 and 45% of the 1949 advertising budget—some $6 million—went to radio, with about 5% additional for television. At this point, the only TV investment is *The Lone Ranger* on ABC-TV and a few scattered spots around the country. AM shows include *Today's Children* and *Light of the World* on NBC, and *The Lone Ranger, Jack Armstrong, Modern Romances, Betty Crocker,* and *Breakfast Club* on ABC. For the fourth consecutive year, General Mills was the highest single ABC advertiser in 1949. Happy about the way televiewers are reacting to *The Lone Ranger,* Mr. Crites' only comment about TV is "I kinda like it."

Prevents Overlapping Duties

Working for maximum coordination as a member of a large team, he confesses his main administrative problem is stepping in where agency duties overlap. He presents to each agency his suggestions and ideas after checking closely with other top-echelon GM men. Acting as a liaison "between different members of the same family," he sees that agencies get statistical information on sales and returns as soon as the parent company. Agency executives, rather than taking cues from him directly, get enough basic data to work on their own. He accepts agency recommendations about 95% of the time.

Liked as well as respected by agency men with whom he works, Mr. Crites is noted for two jokes branded with "L.C." A favorite definition, which he uses as a needle, is one of a smart man, "who always agrees with me." And, when presenting a costly project, he explains that it is by "Crites arithmetic, one million off one way or the other."

Long, lithe and lanky, with a Texas twang softened by a deep south drawl, Lowry Crites indulges his love for seclusion by living 25 miles outside Minneapolis on Lake Minnetonka. There, with his wife and 15-year-old daughter, Jane Ann, he dons blue jeans and sports shirt and fishes for bass from his front porch. Ice fishing is fine, too, "but not after it reaches 10 below." He's one of the few avid fishermen who admits he learned all about it from his wife.

His duo alter ego—complete with two nicknames, Pete and Skinny—enables him to combine the rustic with the modern, the unhurried with the harried. That's why he can confer with corporation presidents about a $10 million project in the morning and put on Texas boots that evening for a square dance in Wisconsin. "Only trouble, though," he says, "I get worn down to a nub in 30 seconds—by Virginia reels, that is."

Among his other social activities, Mr. Crites is a member of Kappa Alpha fraternity and the University Club of Minneapolis.

WARNER-HUDNUT

Two Firms Realign in One

WILLIAM R. WARNER & Co. and Richard Hudnut Co. will be realigned and be known as Warner-Hudnut Inc., it was announced at the board of directors meeting in New York last week.

At the same meeting Elmer H. Bobst, president and director of the parent firm, William R. Warner & Co., was elected president of Warner-Hudnut. He also becomes a director of the company. Others remaining in their posts are Robert J. Davis, Warner-Hudnut executive vice president and director, and Charles A. Pennock, director and president.

Microgroove Records

NEARLY 1,100 U. S. and Canadian stations are equipped to play Long Playing microgroove records, Robert J. Clarkson, general manager of Columbia Transcriptions Inc., has announced. Mr. Clarkson said that microgroove transcriptions have already been used by such CBS clients as Dancer-Fitzgerald-Sample, Benton & Bowles, March of Dimes and National Medical Health Assn.

THE NATION'S TEN LARGEST AGENCIES use what source of market data?

Every single one of the nation's ten largest agencies evaluates local market potentials with the aid of—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

Production

JOHN A. GUINAN, formerly with WGBI Scranton, WCAU Philadelphia and WGR Buffalo, N. Y., joins WQAN-AM-FM Scranton as production manager and sports director.

ALAN YOUNG, comedian, signed to five-year contract covering radio and television by CBS.

ROBERT ARMBRUSTER, conductor-pianist with NBC for several years, named musical director of NBC Western Div. effective Feb. 12. He fills position vacated bp **HENRY RUSSELL,** who leaves to devote full time to Hollywood advertising agency he has formed with **Vick Knight.** He continues, however, as musical director of NBC *Halls of Ivy* show.

ROSCOE GROVER, former manager of KSUB Cedar City, Utah, joins program department of KSL Salt Lake City. He began his radio career 20 years ago with KSL. **JOSEPH A. KJAR,** former announcer for KSL, appointed assistant program director for station.

ERNIE COURTNEY, former newscaster at CHVC Niagara Falls, Ont., appointed program director of CHNO Sudbury, Ont.

BILL BRYAN becomes m.c. of five weekly hour recorded music program on KFMV (FM) Hollywood and KWIK Burbank, Calif.

CHARLES RAY, formerly with KENT Shreveport, La., KRUS Ruston, La., and WQBC Vicksburg, Miss., joins announcing staff of WRBC Jackson, Miss.

DANA ADAMS, former announcer with KFRO Longview, Tex., and KTBB Tyler, Tex., joins announcing staff of KFDX Wichita Falls, Tex.

J. B. CLARK, formerly on announcing staff of WBT Charlotte, and before that program director of WRAL Raleigh, WDNC Durham and WAYS Charlotte, all North Carolina, appointed assistant to **GRADY COLE,** WBT commentator.

RICK REIGHARD, former part-time announcer in Akron, Ohio, joins WCUE Akron as morning man.

"DOC" BENJAMIN, Miami entertainment editor, starts 15-minute across-the-board evening series, *Speaking Entertainingly,* over WTTT Coral Gables, Fla. Series is sponsored by Old Gold cigarettes.

LEE HAMILTON, formerly with CHUM Toronto, returns to station as disc jockey and special events man.

LOUIS LENNON named studio assistant for WAAM(TV) Baltimore. **ROBERT DEMETRICIAN,** former layout artist, promoted to assistant art director, and **FREDERICK SCHNEEMAN** appointed layout artist for WAAM.

RICHARD von ALBRECHT, former production manager of Herbert S. Laufman & Co., television packaging house in Chicago, joins WKRC-TV Cincinnati as program director. **F. C. LAMBERT,** former assistant to director of engineering for DuMont network, named head of WKRC's television technical operation. **SYD CORNELL** appointed commercial production manager for WKRC-TV.

Mr. von Albrecht

ED MURPHY, formerly of WGN-AM-TV Chicago, joins WSYR Syracuse, N. Y., as morning man.

BOB SEAMAN, formerly with KVSM San Mateo, Calif., joins KIBE Palo Alto, as announcer-producer and newscaster.

NORM KELLER, news editor for WSNH Quincy, Fla., named program director for station.

FRED FISKE, former staff announcer for WOL Washington and before that with WKLX and WLEX Lexington, Ky., joins announcing staff of WWDC-AM-FM Washington. While at WOL, Mr. Fiske was Mutual's commentator on veterans affairs.

KITTY BROWN, formerly of WHKK Akron as continuity director, joins WCUE Akron in same capacity.

JOHNNY McKNIGHT, former announcer at WMCA New York and WTOP Washington, joins announcing staff of WVNJ Newark.

ROBERT ARDEN, currently doing weekly quarter-hour *American Looks Abroad* newscast on KFMV (FM) Hollywood and KWIK Burbank, Calif., starts same program on KFOX Long Beach.

TOM CORRADINE formerly head of Embro-Madison TV Productions, Hollywood, joins KTTV (TV) Los Angeles as film director.

MIKE RICH joins announcing staff of WHLI-AM-FM Hempstead, L. I. He formerly was with WROW and WOKO Albany, WTRY Troy and WLIB New York.

NORMAN FEASTER, formerly with Pan-American Airways in Miami, Fla., joins WTVJ (TV) Miami, as assistant film director.

ERNIE SIMON, formerly of continuity department of WKRT Cortland, N. Y., and later program director of WOSC Fulton, N. Y., rejoins WKRT continuity. **JOHN LOUTHER,** formerly of WNDR Syracuse, N. Y., joins WKRT announcing staff.

MILT KOMITO, former night traffic man at WMAL Washington, appointed to production staff of WMAL-TV.

EDDIE HIGGINS appointed feature editor on George Putnam's new programs, *Broadway to Hollywood* and *Headline Clues* on DuMont television

BILL WOODSMALL, winner in CBS *Horace Heidt Show* competitions, airs 15-minute show, Tues., Thurs., 8:30 a.m. on WBBM Chicago.

MICKELL NOVACK, Hollywood correspondent for *Philadelphia Evening Bulletin* and freelance magazine writer, joins panel of *ABC Hollywood Byline.*

BOB ROBB, chief of KECA Los Angeles continuity acceptance department and chairman for Southern California's National Defense Week activities, is in Washington as ABC representative to work with Air Force Reserve headquarters on plans for TV broadcast in celebration of National Defense Week. All four major networks will carry broadcast. Mr. Robb is Air Force Reserve major.

MRS. N. EDWARD WORSTALL, women's news editor of WSTV Steubenville, Ohio, appointed general chairman of women's chapter of American Red Cross fund raising campaign in Jefferson County, Ohio.

JACK MATRANGA, production manager of KSYC Yreka, Calif., resigns to attend technical school. He was formerly with Armed Forces Radio Service in Japan as civilian program director.

DON CORDRAY, disc jockey for WJR Detroit, is the father of a boy, David Stanton. Mrs. Cordray is former **PAT FIELD,** disc jockey for BBC.

HUGH JONES, newswriter at WBBM Chicago, is the father of a girl, Rebecca, born Jan. 23.

JOSEPH WILLIAM KELLY, Jr., announcer at WELL Battle Creek, is the father of a boy, Shawn Charles Kelly, born Jan. 22. Child is the second grandchild of Quizmaster **Joe Kelly** on NBC's *Quiz Kids.*

CKVM Ville Marie, Que., new 1 kw outlet on 710 kc, went on the air on Jan. 7, according to report of Radio Branch, Dept. of Transport, Ottawa.

First!
• ON THE DIAL
• IN LISTENING
• IN NETWORK
WSJS
LEADS
DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
WRITE FOR OUR BMB FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

Allied Arts

CHRIS O'BRIEN, attorney and former executive in American Federation of Radio Artists, named assistant executive secretary for West Coast branch of Actor's Equity. He replaces **I. B. KORNBLUM** who had acted as special representative for AE. Mr. Kornblum will continue to be associated with union office as member of legal counsel.

PAUL O. RIDINGS, former president of Ridings & Ferris Inc., Chicago public relations firm, and most recently director of publicity and head of journalism department at Texas Christian U., Ft. Worth, Tex., joins Guy Witherspoon, public relations firm, Ft. Worth, as partner. Name of organization becomes **Witherspoon & Ridings**, with offices continuing at 1705 Electric Bldg.

RALPH ROCKAFELLOW, in charge of publicity and sales promotion of Paramount Pictures Corp., appointed advertising and sales promotion manager. Before joining Paramount, he was with Buchanan & Co. and Young & Rubicam, New York, for several years.

FRANCIS CARTER WOOD Jr., partner and vice president of Sound Masters Inc., New York, assumes full responsibility for all television activities of firm. He reportedly plans to reorganize entire television department at Sound Masters.

JOHN NEWMAN, formerly advertising and publicity director of International Artists Corp., appointed director of advertising and program promotion for TV-Programs Inc., New York. **DON ROSS** named director of sales.

TED WICK, formerly radio director of David O. Selznick Productions, Hollywood, named assistant to **Martin Lewis**, radio director of Paramount Pictures Inc., that city. He will write spot announcements and talent interviews for broadcasting.

MARY ANN MERCER, singer, signed by Story-Ad Films Inc., Hollywood, for 15-minute television show.

ASSOCIATED ARTISTS PRODUCTION Ltd., New York, announces removal of offices to 444 Madison Ave., New York 22.

Equipment

JOSEPH R. BRANSFORD, personnel director of Western Electric Co. since May 1, 1948, elected financial vice president succeeding **GEORGE L. BEST** who resigned to accept vice presidency with AT&T. In addition to his new duties, he will continue to be responsible for personnel administration. Western Electric engineer since 1928, he was in charge of WE shops producing radar and radio equipment for armed forces during war.

COLONIAL RADIO Corp., manufacturers of radio and TV sets and wholly-owned subsidiary of Sylvania Electric Prod. Inc., absorbed by that company. **E. E. LEWIS**, formerly president of Colonial, elected vice president of Sylvania in charge of Colonial Radio and TV Div. Other personnel and policies of subsidiary company remain unchanged.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces modified replaceable stylus assembly for use with its variable reluctance phonograph cartridge. New design is called "Baton Stylus."

Dr. HARVEY FLETCHER, former director of physical research for Bell Telephone Labs., appointed visiting professor of electrical engineering at Columbia U. School of Engineering for spring session, beginning today (Feb. 6).

KFXJ GRAND JUNCTION COLORADO

Celebrates a BIRTHDAY *and a* BLESSED EVENT

24 years ago **KFXJ** was a new born infant
. . . today old and wise it is a new parent . . .
KGLN—Glenwood Springs is the new offspring
that soon will add a youthful voice to
that of its Pioneer Parent

WESTERN SLOPE BROADCASTING CO.

KFXJ GRAND JUNCTION 920 kc — *Mutual* — **KGLN** GLENWOOD SPRINGS 1340 kc

Feature

(Continued from page 30)

this activity is only a sample of his daily routine.

As an assistant professor of physics at Drexel Institute of Technology, Mr. Davis has a teaching schedule of 15 classroom hours per week plus many more hours of preparation. In addition, he attends classes at Temple U. three days a week for a total of nine hours in pursuit of a Ph. D. in physics.

Once-a-week he participates in night drill exercises as captain in the Air National Guard. To keep his "spare hours" occupied, Mr. Davis makes himself available at least one night a week as a speaker at club functions.

A few more talents are seen in radio-TV weather forecasting by Mr. Davis. He says "the television weather man must be a combination scientist, actor, artist and diplomat." According to WFIL's student of the elements, "television will hardly make the weather man a better forecaster, (but) it could very well be the biggest aid in promoting good public relations the weatherman has ever had."

GEORGE O. MILNE

ABC, NBC Pioneer Dies

FUNERAL services were held last Wednesday at Paterson, N. J., for George O. Milne, 47, director of technical operations for ABC, who died Jan. 28, in a Miami Beach hospital of a heart attack.

Mr. Milne joined WEAF New York (now WNBC) in 1923 as maintenance man. In 1928 he was advanced to operations supervisor at that station. He joined NBC in 1930 as division engineer and remained there until 1942 when he left to go with ABC. He is survived by his wife, Mildred, and two sons, George F., and Douglas.

N. C. GROUP

Annual Meet Set May 22-23

THE EXECUTIVE committee of the North Carolina Assn. of Broadcasters, meeting Jan. 28-29 at the Mid Pines Club, Southern Pines, heard a report of the reorganization committee of the association, named a new legislative committee, selected May 22-23 as the dates of the 1950 annual convention and Chapel Hill as the location, and discussed other business matters.

Mr. Jarman

Reporting as chairman of the reorganization committee, J. Frank Jarman, WDNC Durham, presented proposed plans which were adopted by the executive committee. The reorganization committee was directed by the executive group to present the plans in written form to all stations in the state in advance of the May meeting. At the annual meeting the proposals will be placed before the membership for approval.

Richard H. Mason, WPTF Raleigh, was named chairman of the legislative committee which will study several matters of primary interest to broadcasters, looking toward action to be taken at the next session of the General Assembly.

Attending the Southern Pines meeting were: President Robert H. Wallace, WOHS Shelby; Vice President Earl Gluck, WSOC Charlotte; Executive Secretary-Treasurer Jack Younts, WEEB Southern Pines; Directors Harold Essex of WSJS Winston-Salem, Louis Howard, WHIT New Bern, and Cecil Hoskins, WWNC Asheville; Mr. Jarman and Walter Goan, WAYS Charlotte, members of the reorganization committee.

OMAHA AD CLUB

Local Selling Stressed

EFFICIENCY in local advertising was stressed in an address by W. J. Broman, division and sales manager for Frederic W. Ziv Co., transcription firm, before the Omaha Advertising Club Jan. 24. Omaha's stations played host to leading business firms.

Pointing out that 75% of the nation's business is of local nature, Mr. Broman told the group that "today's prosperity is dependent upon good buying, selling and distribution of goods" and that "sales programs are too often set up on chance." Advertising creates the need, desire and demand for goods, he reminded, and must deliver "if our prosperity is to continue."

REGULAR City council meetings are aired weekly Monday 9-9:30 p.m. direct from council chambers by KCMO Kansas City, Mo.

MUSICAST FM

Plans To Sell Franchises

MUSICAST, an FM continuous music service employing a muting device, has announced it plans to grant franchises for a flat fee to other FM stations in the country sometime in February. The service was developed by Sundial Broadcasting Corp., owner of KDFC (FM) San Francisco which now services 60 individual firms—such as banks, beauty shops, restaurants, retail shops, etc.—in the Bay area.

According to Musicast, many broadcasters "who in the past could only foresee the failure of their FM investments can now look forward to future profits with Musicast." The special muting device, which permits the FM station to eliminate on specially constructed receivers any portion of its programs that it desires, was perfected four months ago by Oscar C. Darack, KDFC staff engineer.

A Musicast operation franchise, the firm explains, will include the rights to the copyrighted name, renting, installation and maintenance of receivers and speakers which receive the continuous program of background music (8-1 a.m.) and exclusive territorial rights. A continuing monthly rental will be charged on each receiver leased to the franchise holder, which the company says would enable FM station to enter this type of background music service on a small capital investment.

Muzak Corp. has pending a petition before the FCC for a rule-making proceeding to permit it to use FM stations to carry its programming [BROADCASTING, Jan. 23]. Muzak's petition envisions the use of supersonic signals and of multiplexing.

NEW AP UNIT

Formed in South Carolina

AN ASSOCIATION of South Carolina Associated Press broadcasters was organized Jan. 21 by AP radio members in the state. The group met following a meeting in Columbia, S. C., of the South Carolina Broadcasters Assn.

James Hicks, manager of WCOS Columbia, was elected president. Scott Russell of WESC Greenville was chosen vice president, and Paul Benson of WJMX Florence, secretary. Directors in addition to the officers, are: Robert Bradham, WTMA Charleston, and Frank Best WRNO Orangeburg.

Small City Hoopers

C. E. HOOPER Inc. is offering to produce one-time Hooper station audience indexes for small cities at $350 each, which sum may be paid all by one station or prorated among all stations covering that market. Surveys will be made by the mail ballot method developed by the research firm for its area coverage index and will cover both telephone and non-phone homes.

JUNKETING FARMERS

Three Individual Stations Back Tours

VISITS by farm groups to many parts of this hemisphere and to Europe will get underway this spring under sponsorship of three individual stations, each serving the nation's rich farm belt. Stations are KCMO Kansas City, Mo., WOW Omaha and WKY Oklahoma City.

Mr. Hansen

Purposes of the tours are to acquaint the American farmer with his counterpart in other parts of the U. S. and in foreign lands.

KCMO's tour will be composed of 20 farmers who will be Europe-bound this month for a 25-day study of the Old Continent. All of the party's members are leaders in their communities. Flying from LaGuardia Field, New York, on Feb. 14, the tour's first stop is France where the Americans will be guests of the General Confederation of Agriculture at Chatres. Next journey's leg will be Italy.

From Italy, the KCMO tour will move into Switzerland at Brugg, headquarters of the Swiss Farmers Union. Other countries to be visited include Germany, France, Holland, England and Monte Carlo. At each place the group will meet with agriculture officials and visit farms typical of the country. The tour is scheduled to terminate in New York March 11.

WKY Tour Next Month

Meanwhile, WKY's 30-day tour of Latin America—with stops in 10 countries—will have begun a week earlier on March 4. This tour will take southwestern farmers, business men and women on a 15,000-mile swing through the southern hemisphere with stops scheduled for Guatemala, Panama, Peru, Chile, Argentina, Uruguay, Brazil, Trinidad and Puerto Rico. According to Sandy Saunders, WKY farm director, the tour will end April 3.

Mr. Saunders reports interest in the trip by some 200 persons in Oklahoma and surrounding states. The journey's itinerary will include inspections of farms, plantations and ranches, harvesting and marketing processes, industrial plants and oil fields. Programs will be recorded by Mr. Saunders for his daily *Farm Reporter* broadcasts over WKY. Films also will be made for showing on WKY-TV.

Mal Hansen, WOW's farm director, has announced that the scheduled "New South" and Havana boat trip tour, scheduled to begin in mid-March [BROADCASTING, Jan. 23], brought in 65 paid reservations and more than twice that many requests for applications in the first 10 days following the initial announcement. John J. Gillin Jr., president and general manager of Radio Station WOW Inc., said the response proved farmers have money to spend and that they are eager to learn the other fellow's operation. WOW's tour is the station's third, the others having covered the Far West and Europe.

LEHRBAS NAMED

Gets State Dept. Promotion

LLOYD LEHRBAS, director of the Office of International Information which administers Voice of America broadcasts, has been appointed special assistant to Undersecretary James Webb, the State Dept. announced Jan. 27. He will handle special assignments while continuing administration of the Voice.

Mr. Lehrbas has directed the department's overseas information program since June 1948, handling production and distribution of publications and documentary films, in addition to Voice programs. Before joining the State Dept., Mr. Lehrbas served as foreign and war correspondent, and newsreel and magazine editor. During World War II, he was a colonel and aide-de-camp to Gen. Douglas MacArthur in the Pacific.

STORECAST CORP.

Adds 14 Advertisers in Jan.

STORECAST CORP. of America signed 14 new advertisers during the month of January. This makes a sum of 110 products which use Storecast music and service programs in 500 super markets in Southern New England, Pittsburgh, Philadelphia and Chicago.

In southern New England via WMMW-FM Meriden, Conn., the following are new advertisers: Dif Corp., Garwood, N. J.; Judson Dunaway Corp., Dover, N. H.; Adell Chemical Co., Holyoke, Mass.; General Foods Corp., Hoboken, N. J.; Kitchen Art Foods Inc., Chicago; Groveton Paper Co., Groveton, N. H.

In the Pittsburgh area, via KQV-FM, new products are: General Foods Corp. (Bakers Chocolate), Dorchester, Mass.; General Foods Corp. (Maxwell House coffee), New York; McCormick & Co., (McCormick teas), Baltimore; Puritan Co. of America, Chicago.

In the Philadelphia area Sylvan Seal Milk Inc. will use Storecast. In the Chicago area via WEHS (FM) Chicago, both Helen Harrison Foods Inc., Bloomington, and Modglin Co., Chicago (Perma Brooms), are using the service.

Sweetheart Sponsors

ALTERNATING day sponsorship by Manhattan Soap Co. (Sweetheart Soap) of six weekly newscasts is to start March 7 on 12 Columbia Pacific Network and three Arizona stations, 7:30-7:45 a.m. PST. Arizona stations are: KOOL Phoenix, KOPO Tucson, KCKY Coolidge. Frank Goss is to handle newscasts beginning Feb. 13. Mennen Co., Newark, sponsors the other three segments. Agency is Duane Jones, New York.

AM FM WSYR TV

WSYR-TV
means
Bright, Clear,
Consistent
PICTURES

WSYR 570 kc.
WSYR 94.5 mg.
WSYR Channel 5

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSYR RADIO SYRACUSE
AM • FM • TV

NBC Affiliate in Central New York
Headley-Reed, National Representatives

SCHICK CONTEST

Names WLW, KJBS, WCOP

WLW Cincinnati, KJBS San Francisco and WCOP Boston, and three newspapers, won the merchandising contest held last fall by Schick Electric Shaver Co., it was announced last week by the company in New York.

The winning newspapers are *The Birmingham News-Age Herald, The Seattle Times* and *The Des Moines Register & Tribune.*

Fifty-eight stations and 44 newspapers competed for the awards. They mailed over 34,000 letters, cards and news bulletins on Schick exclusively to key dealers in their territories; made 900 personal calls to follow-up, and used the Schick campaign story in station and newspaper publications totaling 725,000 total circulation.

In presenting Schick Supers to the winning stations and newspapers, S. D. Moorman, Schick sales manager, commended them for exceptional cooperation beyond what was requested.

The contest was organized and explained by the company's agency, BBDO, New York, last September. The agency requested that the stations and newspapers write letters to dealers, seek tie-in advertising and make at least five personal calls on the trade.

For a 13 week period during the fall the Schick radio and TV schedule included spot announcements on 142 stations.

WHITE NAMED

Is WEIR General Manager

PAUL G. WHITE, former manager of WLIO East Liverpool, Ohio, has been appointed general manager of WEIR Weirton-Steubenville, Ohio, Harry B. Chalfant, vice president of the Tri-State Broadcasting Co., owner of the new outlet, announced last week.

Mr. White also was engaged in the advertising business in East Liverpool. Earlier, he was affiliated with WCMW Canton and WKBN Youngstown. His early radio experience was with the Yankee Network. WEIR, Mr. White said, will be on the air in about four months with studios in Weirton and Steubenville. The new station is assigned 1 kw on 1430 kc.

WXLW-FM Suspends

PERMISSION was given by FCC fortnight ago to WXLW-FM Indianapolis to cease operations for 60 days pending negotiations by Radio Indianapolis Inc., licensee, to sell the 20 kw outlet on Class B Channel 234, 94.7 mc. WXLW, the AM station operated by the same firm, continues without interruption, FCC reported. Firm told the Commission that the FM operation has been entirely unprofitable.

RECEIVING Schick Supers from S. D. Moorman (r), sales manager, Schick Electric Shaver Co., are these three representatives of winning stations (l to r): Martin Beck, The Katz Agency (WCOP); Ed Jameson, WLW sales office (WLW), and Bill Shrewsbury, Headley-Reed (KJBS).

GUILD STRIKE

Averted by Networks, Radio-TV Directors

A THREATENED strike by the Radio and Television Directors Guild against the networks was averted at the eleventh hour last week. After a series of negotiational sessions—one lasting through the night until 6 a.m.—it appeared probable the parties would reach agreement on a new contract.

The guild, an AFL affiliate, reportedly had at least tentatively accepted counterproposals by the networks of wage rises ranging to $15 a week. The guild originally had demanded a $70 a week increase for staff radio directors and a $170 a week increase for television directors.

Strike, which had been called for midnight Jan. 31, was forestalled when, at the request of a state mediator, the guild and the networks agreed to a 24-hour armistice and further negotiation. On Feb. 1 both sides met in the office of Mabel Lesie, of the New York State Board of Mediation, at 10:30 a.m.

Except for brief respite, the negotiation session continued until the next morning at 6 o'clock. The discussions were resumed that afternoon (Thursday) and continued into the evening.

Counter Offer

Until the counterproposals were offered by the networks, the guild had demanded that radio directors, who received top minimum scale of $130 a week under the old contract, be raised to $200 a week and that television directors, now earning top minimum of $130, be boosted to $300.

The network counterproposal tentatively agreed to, according to authoritative sources, was $145 top minimum for both radio and television directors.

Various details of salary levels in respect to other classifications of guild members remained to be worked out, it was said.

As of Thursday evening, the guild had not withdrawn its strike notice, but informed sources predicted that agreement by week's end was probable.

Involved in the negotiations were ABC, CBS, NBC and WOR and WOR-TV New York. The guild's contracts with all of them expired last Dec. 31, but were extended pending resolution of the negotiations.

TEXAS STORM

Several Stations Hit

ICE and freezing rain knocked out stations intermittently in North Texas last Tuesday and Wednesday in a storm that damaged power and telephone lines over a wide area.

Several stations in Dallas and Fort Worth were hit.

WFAA-820 kc Dallas and WBAP-820 kc Ft. Worth, sharing frequency, were off the air from about 1:30 p.m. Wednesday to the following morning. They are the NBC outlet for the area.

KRLD Dallas, a CBS station, KIXL-FM and KLIF Dallas also suffered interruptions to program service.

For a time Thursday WFAA-820 and WBAP-820, were feeding programs to transmitter plant at suburban Grapevine by FM and communicating with the engineers there by hand radio.

All the stations throughout North Texas, except those disabled, rendered service by broadcasting special announcements as normal communications were disrupted.

Scandinavian Jubilee

THE SWEDISH broadcasting system, Radiojänst, owned by the newspapers and radio manufacturers and supported by license fees from the public, began official celebration Jan. 6 of its organization 25 years ago. Sweden's neighbor, Denmark, also observes an anniversary April 1 when Statsradiofonien, the state-owned broadcasting system, celebrates its 25th year.

TO DROP WTHT-FM

'Times' Asks FCC To Delete

THE HARTFORD *Times*, owner of WTHT-AM-FM Hartford, Conn., has asked FCC to delete its FM license, for economic reasons.

The *Times* said WTHT-FM was off the air for a week during January due to failure of high-voltage power supply, and that one letter was received noting the silence.

"We were consistently unable to demonstrate any sizable audience on FM," the Commission was told.

"We see nothing in the future to restore or increase the interest in FM in Hartford . . . We cannot justify continuing the operation of WTHT-FM."

The station went on the air Feb. 11, 1948, less than three months after FCC issued the grant. It has been a fully licensed station since Feb. 2, 1949, a Class B outlet on Channel 291 (106.1 mc).

TRANSIT SCOPE

WCTS Aids Public Travel

TRANSIT RADIO, sometimes scotched by critics as an imposition of "enforced listening," finds it can effectively perform a public service in times of emergency.

Transit Radio Inc. reports that WCTS, FM affiliate of WKRC Cincinnati, which supplies music to transients on the Cincinnati Street Railway, came to the railway company's rescue during a recent sleet storm. As a result, the firm plans changes in communication and supervisory technique.

During the storm, WCTS, at the request of the dispatcher, broadcast instructions to all bus operators to pickup passengers waiting for streetcars and trolley buses when they were delayed because of ice formation on trolley wires. The plan was quickly executed. Now, as a result of this experience, arrangements have been completed to make possible such announcements through WCTS when rerouting of transit vehicles is necessary because of traffic jams, accidents, fires or other disasters. Morris Edwards, president of the street railway, said WTCS also plans to make the service available to other public agencies for emergency announcements.

President's Speech

FOUR MAJOR radio networks will carry President Truman's address at the Jefferson-Jackson Day dinner in Washington Feb. 16, Charles Luckman, dinner chairman, has announced. Speech will be aired by ABC, CBS, MBS and NBC from the National Guard Armory, 10:30-11 p.m. Other media coverage, including television, is to be announced shortly. This will be the second consecutive year all networks have broadcast the President's address.

MEDIA SELLING

Papers Trail All, NAEA Told

NEWSPAPERS were stiffly rebuked—by a $16 million customer addressing a meeting of the Newspaper Advertising Executives Assn. —for complacently ignoring the progress made by other media in the past 25 years, it was learned last week.

The criticism came from Joseph P. Kasper, president of the Associated Merchandising Corp., whose 25 member department stores spent $16 million in newspaper advertising in 1948. He spoke at an NAEA meeting in Chicago Jan. 23.

Mr. Kasper, noting that there are 155 fewer daily newspapers in the U. S. than 10 years ago, said that the "tendency toward amalgamation and elimination of individual papers is, in my opinion, a serious trend."

The virtual newspaper monopolies existing in "the majority of towns and cities" create an unhealthy situation which "makes for complacency and smugness and can eventually lead to self-destruction," he said.

"It appears to me," said Mr. Kasper, "that there have been literally no changes, innovations, improvements, or evidences of progress in the newspaper business in the past 25 years." He said there was a growing complacency on the part of newspaper advertising staffs.

"Most newspaper men, I believe spend their time selling against other newspapers and regard each other as their major competitors," said Mr. Kasper. "Perhaps you have been so busy doing this that you have failed to recognize the progress which has been made in practically all other media during this 25-year span I speak of.

"Take a quick look at what the average man is exposed to in the way of advertising today. My own case is fairly typical: I get up in the morning and while dressing I listen to a news program on the radio.

"Part of it is a commercial—a pretty lively selling job, too—infinitely better done than it was 20 years ago. I drive to the station and pass a number of billboards—bright, breezy, colorful; vastly better advertising than 20 years ago. Even on the station platform the posters there bear almost no resemblance to their early beginnings.

No Advances Seen

"I open my morning newspaper and although the ads admittedly are more attractive than they were 20 years ago because they are lively, that is about the only difference. Nor can the newspapers take too much credit for this. If the advertising is better, it's because stores and agencies have improved their art work and layouts and copy—almost in spite of the newspapers. Production is about as bad as it always was—a black dress continues to be just a smudge of printer's ink . . .

"Going home at night, I read my newspaper again—same story: Nothing new or different there. And when I get home, I may pick up a magazine or two and what do I see? Superb four-color work, bleed pages, nothing remotely resembling magazine advertising of 20 years ago . . .

"Midway through my perusal of the magazine, my wife says to me: 'Come on now, we are going to watch—you guessed it—television. And the rest of my evening is a pleasant combination of entertainment and exposure to salesmanship. For here, out of the restlessness and imagination of another group, is potentially the greatest advertising force we have ever seen.

"Think of the millions and millions of dollars invested in the development of television. What investments have been made by the newspaper industry toward the rebirth of its product?"

Mr. Kasper urged the newspaper executives to undertake expanded research that would help newspaper advertisers improve the productivity of their advertisements.

He said that despite his critical attitude, he could assure the newspapers that retailers would continue to "put the blue chips on the newspaper because we have not yet lost faith in your ability to produce results."

WBMD PROMOTION

New Show Termed Success

WBMD Baltimore's new station promotion plan via the *Social Security Numbers* program has created so much word of mouth advertising for the station in the first eight days that advertisers have already bought up half of the available time, according to H. Shelton Earp, WBMD general manager.

Mr. Earp emphasized that while "WBMD has this plan exclusively for Baltimore," it is available to other stations in the country. "As a matter of fact, WWDC Washington, WSRS Cleveland and WLEE Richmond are now airing the show with equally amazing results," he said.

The show is a copyrighted promotion by Azrael Advertising, Baltimore agency, and advertisers pay only for air time, Mr. Earp pointed out. The station offers $100 on the hour every hour if anyone can match the numbers read with his Social Security card. Ten different numbers are used a day. Promoters, who pay all of the prize money, get a fee based on population in station area, with graduated costs until the station sells all available commercial time, before reaching maximum cost, Mr. Earp pointed out.

SPORTSCASTERS

Third Annual Dinner Feb. 14

THE THIRD annual Sports Broadcasters Assn. dinner will be held Feb. 14 at New York's Hotel Park Sheraton. At the dinner, Baseball Commissioner A. B. (Happy) Chandler will be given the annual Graham McNamee Award presented by the association to the individual who in its opinion contributes most to sports during the year.

WMGM New York, whose sportscaster, Marty Glickman, is president of the association, has invited 150 executives of agencies and sponsors of sports broadcasts on the station as its guests at the dinner. Bertram Lebhar Jr., director and sales chief of WMGM, will be host to the group.

KAKE Representatives

RADIO Representatives Inc. has been appointed national sales representative of KAKE Wichita, Kan., according to Jack Todd, general manager of the MBS outlet. KAKE operates on 1240 kc with 250 w fulltime.

News Credentials

IN AN EFFORT to obtain for radio newsmen the same credentials newspaper reporters receive, Sheriff Eugene Biscaluz of Los Angeles for Radio News Club, is sending letters to sheriffs of 11 Southern California counties inviting them to meet Feb. 10 at his office with officers of the club. Radio newsmen are seeking to obtain one pass that will be recognized in all the counties, thus allowing them to move unhampered from county to county. Thus far this privilege has been allowed only to newspaper reporters. Radio News Club officers who will attend the meeting are Bob Garred, Al Gordon and Clete Roberts.

Advertising Exams

ADVERTISING examinations conducted annually by the American Assn. of Advertising Agencies will be held this year in New York at the Waldorf-Astoria and Packard School on Feb. 18 and 25. In the first session, 15 aptitude-temperament tests and a quiz on the economics of advertising will be given. The second session will be devoted to optional tests on advertising knowledge.

The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus

"Claude Thornhill presents Win a Holiday"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top-name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Spot Business

(Continued from page 15)

cancelled because of the UAW strike at Chrysler, but it is believed that radio will be resumed as soon as the strike is settled.

Among advertisers to start campaigns during January 1950 are the following: French's Instant Potatoes, through J. Walter Thompson Co., New York, which started a campaign in mid-January; Tide Water Gasoline, through Lennen & Mitchell, New York, on Jan. 15 began its schedule in a dozen markets; another L & M account, Lustre-Creme Shampoo also used radio spots starting about the same time.

Lever Bros. Adds

Lever Bros.' Spry account through Ruthrauff & Ryan, New York, normally a network advertiser only (*Aunt Jenny* on CBS), has added a spot announcement campaign which started in January.

Another Lever Bros. product, Surf, through Benton & Bowles, New York, also has been using a heavy radio spot announcement schedule.

Procter & Gamble's Ivory Snow, through Benton & Bowles, is using spots in a number of markets, which started in December and will continue through June.

A new radio spot advertiser is Nucoa Margarine, through Benton & Bowles, which started in January in Ohio and then extended its spot schedule to include California. Currently the agency is preparing a further extension to cover Southern markets.

The spot picture for February and March looks as if it, too, will maintain a high level of activity. For example, Silver Star Blades through Ruthrauff & Ryan, is currently preparing a spot schedule to start on Feb. 20.

General Foods (Devil's Food Mix), through Young & Rubicam, has started a small campaign in California markets, but expansion is expected.

Continental Oil Co. (Conoco), through Geyer, Newell & Ganger, will use 50 markets in the Middle West to start about Feb. 15.

Crosley Div. of Avco (Shelvador), through Benton & Bowles, New York, is planning a spot campaign to start on March 6. Also on that date, Garrett Wine Co., through Ruthrauff & Ryan, will start its seasonal spring campaign.

Shinola, manufactured by the Best Co., another semi-annual spot advertiser, is preparing a campaign to start in March or early in April, through Benton & Bowles.

Phillips 66, through Lambert & Feasley, is expected to drop its current network show, *Barn Dance* on ABC but will replace it with another show probably on another network. In addition the advertiser is expected to use a heavy spot campaign this spring. Final plans are expected to be announced next week.

RCA THESAURUS has released *Here's June Christy*, new program series, to subscribers to its transribed library service.

WE DON'T TOSS BOUQUETS TO DAISY (Ky.)!

Hard-boiled us, we don't cultivate Daisy (Ky.)! It's probably a garden spot, botanically speaking, but just too rustic and remote for sales-minded WAVE!

We stick to our State's one great blossoming market, the Louisville Retail Trading Area. Nearly a billion dollars in Retail Sales stem annually from these 27 flourishing counties, and our average family has an Effective Buying Income *40% higher than the Kentucky norm!*

If you want to put a little advertising fertilizer into Kentucky, try WAVE's *concentrated* formula. It'll really put you in clover!

LOUISVILLE'S **WAVE**

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Ad Club Project

EDITOR, BROADCASTING:

As part of a club project it has been voted to send a year's subscription to BROADCASTING to each of the local high schools for their use in the study of advertising and journalism. Will you therefore please enter these subscriptions and send bill to Fort Wayne Advertising Club. . . .

Hilda C. Walhimeyer
Educational Committee
Fort Wayne Adv. Club
Fort Wayne, Ind.

* * *

Re: Rate Cutting

EDITOR, BROADCASTING:

I note with interest a story on rate card cutting on page 42 of your Dec. 12 issue and just want to comment that it seems to me that anybody in the advertising agency business, or in any other part of the advertising business, for that matter, is putting the advertising business on fairly unsound ground if he is not extremely careful how he says that any advertiser should pay a national rate when he can get a local rate.

In other words our first interest should be the advertiser and it may be rather difficult to defend the position that any advertiser should be forced to pay a higher rate if the stations are willing to give him a local rate.

I think we know all of the angles on this situation—and I mean all of them—and I make this comment having all of these considerations in mind.

George W. McMurphey
George W. McMurphey Adv.
Portland, Ore.

* * *

Help Small Towns

EDITOR, BROADCASTING:

Radio will celebrate its 30th birthday in 1950. Wouldn't this be a good year for radio engineers to get together and settle the problem of the small town listener?

We have no trouble in tuning in Mutual network programs at night in Statesville, N. C., because we are fortunate in having a Mutual radio network station here. We can receive CBS programs through a 50,000 w radio station in Charlotte. But unfortunately when we try to dial ABC or NBC programs we are at the mercy of atmospheric conditions and Cuban and Mexican radio stations. . . .

Although directional antennas are excellent for protecting radio stations from interference, they play havoc in the way they detour programs around the small town. I'm not complaining, just asking for help. Will some radio engineer explain how the small town listener can have available all network programs every night in the week regardless of atmospheric conditions?

Ed Galbreath
Radio Instructor
Statesville, N. C.

* * *

Claims DB 'First'

EDITOR, BROADCASTING:

I noted with interest the letter sent to you by Bob Mackall of WFMJ in Youngstown, claiming to be the first one to DB the Drew Pearson program.

Just for the record, let me say that WSRS, at my instigation in conjunction with ABC and the William Weintraub Advertising Agency, DB'd the Drew Pearson program first. . . .

I sold the plan of the live broadcast at 6 p.m. with the DB at 11 p.m. the same evening, which was considered an excellent idea by ABC and the Weintraub agency. All of this took place in the early days of the 1948 baseball season, because of the inability of the local ABC outlet to consistently schedule this program properly. So let's clean the record up and put WSRS on top of the heap with a great big "first" in this particular matter.

Sam Sague
President
WSRS Cleveland

AD WOMAN OF YEAR

AFA Names Contest Judges

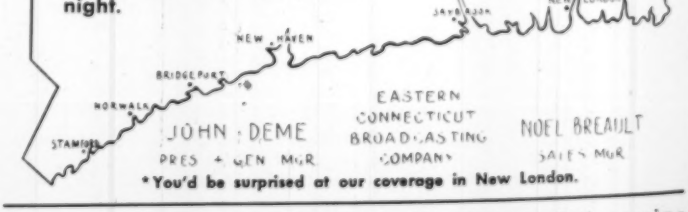
ADVERTISING Federation of America (council on women's advertising clubs) has chosen a panel of judges to select the Advertising Woman of the Year in its annual contest. Judges are: Mrs. Ella B. Myers, former advertising director of General Foods Corp. and presently an advertising consultant, who was the 1948 award winner; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, and Dr. Kenneth Dameron, Ohio State U.

Winner of the contest will be chosen during the annual convention of the Advertising Federation of America, to be held in Detroit, May 31-June 2.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC 250 W
NORWICH



JOHN DEME
PRES & GEN MGR
EASTERN CONNECTICUT BROADCASTING COMPANY
NOEL BREAULT
SALES MGR

*You'd be surprised at our coverage in New London.

HOUSE HEARINGS

Allocations First on Agenda

By JOHN OSBON

INTERNATIONAL and federal machinery dealing with extensive radio frequency allocations and assignments will command top priority on the agenda of the House Interstate Commerce communications subcommittee when it begins hearings the next fortnight on major radio legislation. [BROADCASTING, Jan. 30].

This was apparent last week as the subcommittee, headed by Rep. George Sadowski (D-Mich.), whose own measure (HR 6949) embraces sweeping substantive changes on government and FCC levels, revealed its tentative hearing agenda. Sessions may last up to six weeks though authorities indicated last week the subcommittee hopes to conclude them in four weeks' time. Rep. Sadowski already has indicated his group "may not" press for legislation.

Bulk of testimony during the first week of the hearing, tentatively set for Feb. 20, will deal broadly with the allocations problems on the "international, hemispheric and national" levels, committee spokesmen said last week.

Second Week Agenda

Second week will be devoted to views on FCC's chain broadcasting regulations, monopoly anti-trust phases and, finally, sanctions as covered in the Sadowski Bill introduced Jan. 24, and the Senate-approved FCC procedural bill (S 1973) authored by Sen. Ernest W. McFarland (D-Ariz.)

Discussion is expected to center around legislation (HR 2410) proposed by Rep. Harry Sheppard (D-Calif.) which would divest networks and equipment manufacturers of radio station ownership, and restrictions on FCC's anti-trust authority as provided in the McFarland bill.

The following weeks primarily would concern the various other facets of the new Sadowski Bill and Sen. McFarland's measure, according to present plans. Among points to be taken up is Rep. Sadowski's proposal to give licensees immunity from criminal or civil actions for libelous remarks in political broadcasts.

Subcommittee Chairman Sadowski's measure also would set up an independent five-man Frequency Control Board—a "super FCC"—which would hold broad powers over the Commission and usurp some of its major functions. Also, it would give FCC a new set of administrative sanctions or penalties in the form of license suspensions, fines and cease-and-desist orders.

Asked To Testify

Invitations to testify the first week are being issued to government officials including, in addition to FCC, the State Dept., each of the military branches, IRAC (the Interdepartmental Radio Advisory Committee, which the Sadowski bill would replace with the Frequency Control Board), Telecommunications Coordinating Committee, and certain private consultants and attorneys. Names were not disclosed.

Authorities said the subcommittee is hopeful of clearing up the allocations phase in the first four days. In that event, they speculated, the fifth day (Feb. 24) could be devoted to FCC proposals. It is known that Chairman Sadowski has asked the Commission to present a broad outline detailing international and U. S. frequency needs and requirements falling within the scope of "wireless and wire" facilities.

Another Bill Unlikely

The network-sanctions-monopoly phase, now set to begin Feb. 27, is expected to encompass debate on the McFarland-Sadowski-Sheppard bills. Authorities last week thought it not unlikely that Rep. Sadowski still might introduce another bill, designed to cover other phases now contained in the McFarland measure. If he does, that would be considered, too, they felt.

Networks, independent broadcasters, Justice Dept. and others will be invited to air their views on present network-affiliate relationships; complaints that networks violate government anti-trust laws; the McFarland Bill provision which would remove FCC's power of revocation over licensees whom the courts have found guilty of anti-trust violations, and the comparative merits of sanction clauses in the Sadowski and McFarland bills.

The Sadowski bill provides for institution of revocation or suspension proceedings against station licensees, permittees, and networks alike for tending to "induce or coerce" other licensees or permittees to violate FCC rules and regulations, or for following any "course of action" which would justify a license or permit denial. FCC could demand forfeitures up to $500 per day for any offense in lieu of suspensions or revocations.

The subcommittee also revealed last week that it considers Sections 4 and 5 of the McFarland Bill of prime importance on its hearing agenda. They are certain to be brought out—both in FCC's written comments on the McFarland bill for the record and in oral testimony before the group.

These sections deal with "job-jumping" prohibitions covering FCC Commissioners, bureau heads and their assistants; salary provisions (now outdated in view of pay boosts passed last year); appointment of a legal assistant to each Commissioner; requirement of a legal assistant to each Commissioner; requirement that FCC submit annual reports to Congress on broadcast application data, deadline on FCC action on applications.

FCC and Civil Service Commission have indicated disapproval of some of these provisions.

FCC FUNDS

Larger Budget Asked

NEED for increased funds to carry on its various broadcast and non-broadcast activities was detailed by FCC last Monday in closed session before a House Appropriations subcommittee hearing budget requests for fiscal 1950-51.

Five of the seven FCC commissioners, including Chairman Wayne Coy, and staff members reviewed Commission functions covering commercial TV-AM-FM operations, safety and special services, field engineering and monitoring, technical research and frequency allocations, and common carrier duties

The President has asked Congress for roughly a 2.7% increase over FCC's 1950 total appropriation of $6,737,000—or $6,914,600. The 1951 budget estimate contemplates boosts in funds over the 1950 estimate for each of these categories [BROADCASTING, Jan. 16].

Details were unavailable on Monday's hearing, but it was understood that Chairman Coy carried the brunt of testimony for the Commission. FCC stressed no particular service with respect to its budget, it was also understood. The meeting reportedly was harmonious and devoid of drawn-out discussion on any phase.

Also present were Comrs. George Sterling, Edward Webster, Robert Jones and Frieda Hennock. Staff members included John Willoughby, FCC acting chief engineer; William Norfleet, chief accountant; W. K. Holl, executive officer; Benedict Cottone, general counsel, and Harry Plotkin and Harold Cohen, assistant general counsels. Members of the safety and special services, common carrier and monitoring divisions also were present.

ASSOCIATED SHOWS

Yankee Network Contracts

ASSOCIATED Program Service last week announced arrangement of a contract with the Yankee Network for Associated's transcribed library service and special series of "shows that sell."

The agreement, Associated stated, covers all owned or operated Yankee stations in New England including WNAC-AM-FM-TV Boston, WEAN Providence, WICC Bridgeport, WMTW Portland, WAAB Worcester, WONS-AM-FM Hartford. Contract negotiations were completed by George W. Steffy, vice president of the network, and Richard Testut, vice president and general manager of Associated.

WHERE DOES THE N. A. B. get retail sales data?

Data on retail trade in the Market Data Handbook published by the National Association of Broadcasters is reproduced from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA,

PLEASE SEE PAGE 23 OF THIS ISSUE

Free Time Abuses

(Continued from page 15)

device familiar to all station officials.

In adopting resolutions to implement the free-time device the committee favored the use of free-time agreements. Groups would be asked to sign pacts including the question, "Do you plan to spend money in any advertising medium?"

Going further, the time applicants would agree to pay for any time donated should they later decide to pay for advertising in any other medium.

The committee felt that program material by public service agencies should provide opportunity for participation by local sponsors. In the case of newspaper mats, it was pointed out, local advertisers can include credit mention.

Another angle relates to a purported practice among defense agencies. Under this technique, military personnel are assigned to take mats to newspaper advertising prospects and solicit them. If this is done for other media, committee members argued, it should be done in the case of radio recruiting and similar campaigns.

The committee figures broadcasters should get a larger share of the money spent by government agencies to advertise for recruits. Independent stations, it was argued, are especially good prospects in recruiting campaigns because they direct much of their appeal to the younger audience.

NAB representatives are to confer with advertising agencies placing government business in an effort to persuade them to spend more money for radio time, the committee was told. Members suggested independents should be represented on the NAB committee. They contend they have been among the most generous broadcast groups in providing free time.

Some of the current public service campaigns, and some with mercenary motives, were discussed among committee members. One instance cited was that of the Disabled American Veterans Service Foundation, which asks free radio time though it buys full-page and double-spread space in newspapers and magazines (see story page 92).

Going into other problems facing independent stations, the committee voiced concern over abolition of the NAB Program Dept., a project that developed out of a past committee recommendation. The department was dropped by the NAB board in last summer's reorganization.

Functions of the Program Dept. will be handled through the Radio and Television Divisions, the committee was promised.

Much of the two-day discussion centered around plans for the Sunday "Independents' Day," a session that drew some 400 broadcasters at the 1949 NAB Convention, under Mr. Cott's chairmanship.

Cott to Serve

Because WNEW is withdrawing from NAB membership Feb. 28, Mr. Cott will not serve as chairman of the program. Furthermore, he is resigning the committee chairmanship effective Feb. 28. At the committee's request he agreed to serve as program consultant for the Sunday session in Chicago.

Chairman of the Sunday program will be Lee W. Jacobs, KBKR Baker, Ore. Again the program will be of the no-speeches type. Panel sessions will be wide open, with specialists leading the discussion.

Facts on out-of-home listening will be given by Dr. Sydney Roslow, president of The Pulse Inc., New York. Dr. Roslow's findings will be distributed to NAB members in printed form. Patt McDonald, WHHM Memphis, will chairman a panel discussion on means of capturing and increasing the out-of-home audience. Related subjects will cover promotion material and specialized programming for this audience.

William B. McGrath, WHDH Boston, will be chairman of a sports session. Sponsor and agency representatives will take part, along with an attorney to cover anti-trust angles. The problem of using Western Union play-by-play reports is on the tentative agenda. Sports are a mainstay of independent stations, the committee pointed out. The NAB general counsel's office was asked to supply a legal summary of sports broadcasting problems, to be available at the convention.

GOLD plated microphone awarded to high scorer on the Sound Products Group team which won a sales contest sponsored by the RCA Engineering Products Dept., goes to S. D. McIntosh of Dallas. This group at presentation ceremonies (l to r) T. A. Smith, sales manager, Engineering Products Dept. H. V. Somerville, administrator of field sales of the department; Mr. McIntosh; W. W. Watts, vice president in charge of the department, who made the award; H. C. Elwes, merchandise manager, Sound Products Group; K. M. Aitken, of Cleveland, and H. T. Schrule, of Philadelphia, field representatives, Sound Section.

Another panel will deal with use of magnetic tape recording in programming and sales expansion. Demonstration of techniques is planned, including tape editing.

A debate is scheduled on the pros and cons of per inquiry and mail order business. Dangers and virtues of these practices will be explored. NAB is traditionally opposed to P. I. as an association but individual member stations have diversified views on the subject.

Other topics slated for a thorough working over by the independents are new program tools, new and unusual program devices, BMI services and government and overseas program sources. Among overseas sources is the upcoming series of *Orchestras of the World* transcriptions obtained through the Economic Cooperation Administration (see story page 118). In this series of 13 one-hour transcriptions the leading symphony orchestras of Europe will be made available to broadcasters. NAB agreed to send out letters to stations describing this series, originally produced for broadcast on European networks.

The Monday morning meeting, first convention session covering foreign language station problems, will be directed by co-chairmen. They are Ralph Weil and Arnold Hartley, both WOV New York vice presidents.

The foreign language session will be held at the same time as the FM meeting [BROADCASTING, Jan. 30]. NAB officials suggested the Monday morning scheduling because the foreign tongue problems are highly specialized and of direct interest to only a portion of the membership.

In its two-day discussion last week the committeemen unloosed some sharp suggestions about NAB's headquarters operation and the special services independent stations desire.

No appointment will be made to fill the chairmanship after Mr. Cott's resignation becomes effective, the committee was told, because NAB President Justin Miller plans to name a new committee after the April convention.

Committee members attending the meeting were Messrs. Cott, Jacobs and McDonald; Melvin Drake, WDGY Minneapolis; Robert Maynard, WSVS Crewe, Va., and Ben Strouse, WWDC Washington, alternates. Glenn Shaw, KLX Oakland, director-member, was unable to attend.

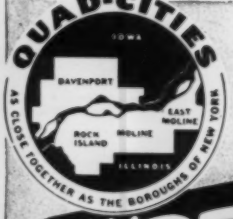
Quad-Cities
Rock Island, Moline, E. Moline, Ill.
Davenport, Ia.

OVER 230,000 POPULATION

Largest population market in Illinois and Iowa, outside Chicago.

Family income tops $5,650 per year.

Farm machinery manufacturing center of the nation.



WHBF AM FM TV 5000 Watts Basic ABC
National Representatives . . Avery Knodel, Inc.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

'Who Are We?'

WHENEVER the members of NAB's committee for independent stations holds a meeting, the members ask themselves, "Who are we?" Part of the committee's discussion last week dealt with the problem. Officially the committee at one time was called the Unaffiliated Stations Executive Committee. Then the name was changed to Nonaffiliated, etc. Last week they were referred to as both. Members say they can't understand why NAB stubbornly refuses to call it the Independent Stations Committee.

Transit Radio

(Continued from page 22)

was underscored once when the United States developed the atomic bomb. It was underscored a second time when the Soviet Union did likewise. It is being underscored a third time by debate over the forthcoming development of a hydrogen bomb, potentially 1,000 times more powerful than the A-bomb. One of the obvious and essential requirements of civil defense will be a means by which the public transportation systems can be mobilized to move great numbers of people out of threatened areas and to move civil defenders to their posts of duty. The means, of course, is FM radio, which was used by tanks, artillery, planes, infantry, etc., during World War II.

Thanks to Transit Radio, the busses and streetcars of 19 American cities are already equipped with radio which in the event of an emergency could be used for guidance. This is done without cost to the taxpayers, the riders or the public transit companies. It is being done while giving the riders the best radio service available. It is being done while giving that same service to the entire community. Arrangements are under way to provide Transit Radio to 25 or 30 other American cities.

Against this imposing array of advantages, only one argument has been advanced by its critics. "It violates the rider's right not to listen," they say. "In this way it violates his right to privacy and assails the freedom of his mind."

First, how many riders of public transportation do not like Transit Radio? Take the eight out of 10 riders who like Transit Radio. Add those who are undecided. Add those who do not care. Add those who do not like it but who withdraw their objections in deference to the majority preference. As the Edward G. Doody Co. says, ". . . only a fractional group of active objectors remains. . . ." This fractional group ranges from 1.2% to 5.3%.

But the critics brush these figures aside. "It isn't a question of percentages," they say. "It is a question of the rights of the minority however small. The offensive thing about Transit Radio is that it holds its audience captive."

Is advertising over Transit Radio really different from advertising generally? The answer is no. All advertising tries to hold the attention of its audience.

Take the ads in newspapers and magazines. Can a person escape seeing them? Not if he wants to read the paper or magazine. The periphery of his vision takes them in, willy-nilly.

Highway Signs

Take advertising on aural radio or TV. Can a person in his home escape hearing and seeing the "plugs?" Not if he wants to listen and watch. Of course, he could switch the program off or turn it down during the commercial. But he doesn't. And to do so would require a greater attention and a greater exertion than not doing so.

Take advertising signs along the highway, particularly those head on at curves. Can a driver escape seeing them? Not if he wants to keep the car on the road.

This list could be expanded—the show windows of stores, the card advertising in busses and streetcars, the posters on subway pillars, etc.

In each case, the individual who does not want to hole up like a hermit is exposed to advertising.

But he certainly is not a captive. He frees himself by controlling his attention, either consciously or, more often, unconsciously. The stream of stimuli assailing the senses is limitless and unending, even on a desert island. The mind selects those it wants to use and of necessity ignores the others. This is elementary psychology. Everybody does this every minute of every day, even when asleep. One does it so naturally that one isn't aware of doing it. Nobody on a bus or streetcar who doesn't like Transit Radio need pay attention to it. One can bring to bear the same habits by which one is able to ignore other things one wants to exclude.

People who ride public transportation systems are already prepared to "tune out" Transit Radio if they want to. They have been trained to do so by the noises that inevitably attend public transportation, the sound of the motor, the clash of gears, the jolts and jars, the horn, etc.

Privacy on a bus? The same kind of privacy that there is in Madison Square Garden: the privacy of concentration. If a rider doesn't want to listen to the conversations of his fellow-passengers, he doesn't have to. ("This morning when I got up I didn't feel well. I wasn't really sick. Just butterflies in the stomach, you know. . . .") If he wants to, he can pay attention. ("And I told my husband, if you want to keep your little girl friend, you can, but you can't keep me. . . .") In the same way the rider can tune Transit Radio in or out at will.

Rights at Stake

Minority rights are not at stake. But the rights of the *majority* are at stake—the rights of the eight out of 10 riders, who want Transit Radio. These the competitors of Transit Radio would deprive. They would deprive them of the radio service they like. They would deprive them of an agency that may some day save millions of lives.

The real reason for most of the opposition to Transit Radio is not ideological at all. It is mercenary self-interest.

Transit Radio is able to do effectively what all advertising tries to do. It reaches a mass audience. It can tell its clients precisely how big. It reaches special kinds of audiences. It can tell its clients precisely what kinds and the precise times when they can be reached. It provides these services to the advertisers in the best tradition of advertising—while providing a public service that the people need and like.

Competition for the pieces of the pie of the advertiser's dollar has always been keen. It has never before been so keen as it is today. Established media have always tried to block newer competitors. AM radio was opposed. FM radio was opposed. Car card advertising was opposed. Billboard advertising was opposed. And so on. Now, and for the same reasons, Transit Radio is being opposed. The only differences are two: The opponents of Transit Radio are hiding their commercial motives behind a facade a bit more fancy than usual. And the opponents of Transit Radio are resorting to tactics of unprecedented viciousness and desperation.

COMING—

THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.

GATES

SEE FEB. 13 BROADCASTING

950 KC CASE

WHOM Appearance Approved

WHOM Jersey City won permission last week to appear as *amicus curiae* in defense of foreign-language programming in FCC's oral argument today (Monday) on the Boston 950 kc case. Authorities said it was one of the few times a licensee has been authorized to appear before the Commission in an *amicus curiae* role.

WHOM, which broadcasts virtually all its programs in foreign languages, will oppose passages in the examiner's decision in the Boston case which question the merits of foreign-language programs. [BROADCASTING, Nov. 7, 1949]. The FCC General Counsel also has filed exception to these passages.

The case involves five applicants for the 950 kc assignment vacated when WORL Boston failed to win license renewal because of alleged concealment of ownership. Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, was nominated for the grant in Examiner Hugh B. Hutchison's initial decision.

WISH Moves

WISH Indianapolis moved Jan. 27 to 1440 N. Meridian St., Indianapolis, George Higgins, general manager, announced. Studios of the ABC outlet formerly were located at 215 Board of Trade Bldg.

Mr. Charles Oppenheim
Director of Program Promotion
Columbia Broadcasting System
New York City

Dear Charley:

Three uv arr fellers jest got back from Cincinnati whur they went 'cause WCHS wuz a first place winner in th' Kroger Contest last fall. Charley, these fellers here at West Virginny's Number One Station certainly did put on a big permoshun fer them Kroger Shows. They really threw th' book at thet one — used ever'thin' from turtles ter airplanes — an' they won! Thet's jest th' way these boys at WCHS does ever'thin'. They really permotes their shows whuther they be local, national, er CBS. Durned effen there ain't sime big permotin' stunt goin' on all th' time, and hit certainly goes ter show that WCHS don't jes set back on hits laurels er sumpthin' an' let th' radio shows carry themselves! Fellers like you likes ter hear about it, eh Charley?

Yrs.
Algy

WCHS
Charleston, W. Va.

BMB Toasted

(Continued from page 17)

made possible by the faith of the subscribers and by the firm belief of the sponsoring organizations (the NAB, AAAA and ANA) in the need for scientific audience measurement. We trust that the result achieved by the bureau will emphasize again the need for continuing audience measurement in some form or other, maintaining radio's front position as the medium that knows most about itself and tells more to its clients."

Mr. Gamble

Mr. Gamble—"This is good news day for buyers of time, those advertising agency executives whose job it is to select the broadcasting stations to deliver their clients' messages to America's buying public. Agency timebuyers have long been looking forward to this occasion. The BMB station audience reports, bringing up to date a measurement of subscribers' station audiences on a uniform basis, will be welcomed and used by advertising agencies from coast to coast. The American Assn. of Advertising Agencies is glad to have acted as one of the three sponsors of this nationwide study and is particularly grateful to those broadcasters who continued to support the basically sound principle of tripartite research represented by BMB."

Phila. Safety Awards

ROGER W. CLIFF, general manager of WFIL-AM-FM-TV Philadelphia, and Owen F. McConnell of the *Philadelphia Inquirer* will be honored jointly tomorrow at the Philadelphia Highway Traffic Board's first annual award luncheon for "Traffic Safety Man of the Year." Luncheon will be held in the Bellevue-Stratford Hotel. Both will be cited for their "outstanding contributions to highway traffic safety in 1949." Both WFIL and the Philadelphia Inquirer are owned by Triangle Publications Inc.

AN INSCRIBED, silver vase, the Virginia Assn. of Broadcasters' tribute to former Gov. William M. Tuck, honoring his past four years of service as the Old Dominion's chief executive, is presented to Mr. Tuck by Philip Allen (l) of WLVA Lynchburg, VAB president. Taking part are two VAB past presidents, C. T. Lucy (2nd r), manager of WRVA Richmond, and E. S. Whitlock (r), manager of WRNL Richmond.

New Study Out

(Continued from page 17)

but that BMB contemplates working out an average loyalty index figure for all stations, with perhaps further averages computed for stations by power and by city size groups. These average index figures, he said, would enable any station to see how its own loyalty index compares with the average and whether it is a strong selling point or a warning signal that changes should be made.

Whenever a broadcaster sees his station's BMB figures his first question is invariably, "How's the competition doing?" and by "competition" he invariably means other stations and never newspapers or billboards, Dr. Baker reported. He noted somewhat wryly that most broadcasters seem to have forgotten that BMB was established in large part to provide radio with circulation statistics comparable to the ABC figure for newspapers and the Graphic Audit Bureau statistics for outdoor advertising.

For comparative and competitive media use, the three-to-five days a week listening figure is probably most comparable to a newspaper's ABC, Dr. Baker commented. He added that in many cases the station could use the six-to-seven days a week audience and still compare favorably with its newspaper competition on the cost per thousand people reached.

"BMB is a horizontal measurement of coverage, comparable to engineering coverage measurements, except that BMB measures where people *do* listen instead of merely where they *can* listen," Dr. Baker explained.

"BMB does *not* measure the amount of listening" he declared. "There is nothing in the BMB reports to show how many hours a day any family listens to any station."

100 Copies Per Station

Following the transcripts of the tabulating machine records received by BMB's station subscribers last week, each station will get 100 copies of a printed report which will include these audience figures and the station's day and night coverage maps. Copies of reports for all subscribing stations will be sent without charge to members of the American Assn. of Advertising Agencies and to members of the radio-television group of the Assn. of National Advertisers. (AAAA and ANA, together with NAB, comprise the tripartite governing body of BMB.) Subscribing stations may get reports of other subscribers from BMB at 40 cents each, or may swap with other stations.

Data on non-subscribing stations in their area will be released to subscribers for the cost of processing them, Dr. Baker said, running from $50 for a station covering up to 50,000 families to $450 for a station covering three million families or more. Subscribers may obtain extra copies of these non-subscriber reports for $1 each, Dr. Baker said, for use in presentations to advertisers and agencies, but they are not publicly reproduceable. That is, the non-subscriber data may not be used in advertisements or promotional brochures of the subscribing station in any way that might reveal the identity of the non-subscriber.

This is a much tougher restriction than is imposed on the use of subscriber data, Dr. Baker said. He explained that the rules governing the use of subscriber data, a copy of which was sent to each subscriber, are designed merely to prevent misrepresentation.

Advertisers and agencies may obtain non-subscriber data only by requesting them from subscriber stations. This procedure was adopted to protect subscribers, Dr. Baker said. And also to show them the extent of the use of BMB data by the buyers of time, which some broadcasters have questioned. If it proves too cumbersome, he said, it may be altered by the BMB board as experience dictates.

Cards for Networks

The three subscribing networks —ABC, CBS, NBC—will get complete sets of IBM cards for all of their affiliate stations which they will tabulate themselves. They have all asked BMB for a copy of the Mutual data and BMB is now calculating the cost.

Data on FM and TV stations is in the same partially processed state as for non-subscriber stations, Dr. Baker said, and can be completed if the sample adequately reflects FM and TV set ownership, which BMB will run a sampling test to determine. If the samples prove too small the payments of the four or five FM and single TV subscribers will be refunded, he said. He added that a number of counties in the New York, Philadelphia and Chicago metropolitan areas show TV station audiences exceeding the 10% of all radio homes figure which is BMB's minimum for tabulating the county data.

The overall cost of the second study is $1.2 or $1.3 million, Dr. Baker reported. He said that this represents all BMB expenses since July 1, 1947, and all came from subscribers except for an NAB

DOES THE U. S. GOVERNMENT use any non-governmental source of data on local markets?

Yes . . . in studies by the Department of Commerce, in hearings before the Federal Communications Commission, in setting bond sales quotas for the Treasury Department, and in planning recruiting drives for the Army and Air Force, data on local markets is taken from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE ILL.

loan which remaining subscriber payments will cover.

About 50 subscribers dropped out since July 1, 1947, he said, but they are beginning to come back—two came in on Tuesday—and he estimated that the study may wind up with 800 or 900 subscribers. Stations subscribing now may get full reports, the same as earlier subscribers, by paying the same rate as they would have been charged if they had subscribed from the study's inception.

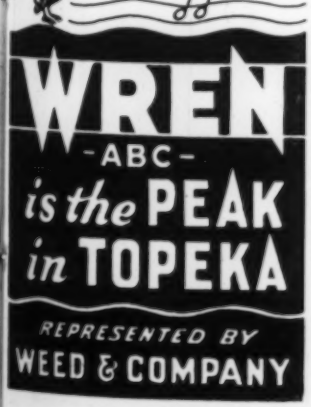
Dr. Baker commented that he would like to make an analysis of the BMB data to show what has happened to clear channel, regional and local station audiences, as groups, between 1948 and 1949. He said he would also like to analyze the U. S. audiences to Canadian, Mexican and Cuban stations and the effects of these stations on the audiences of U. S. stations. He noted that the tabulations show reports of listening to one Mexican station as far north as North Dakota. Such data would be of value to the NARBA conferees, he said.

Use of Data

Asked if he would suggest the way in which the BMB data should be used by both sellers and buyers of time, Dr. Baker said he had considered holding a series of district meetings to explain the data and their significance, but he now feels that this would perhaps be unduly extending the scope of BMB, whose function is to report facts and not to interpret them. Perhaps standards for BMB's use should more properly be set by such bodies as the AAAA Radio Committee or the NAB Sales Managers Executive Committee, he suggested. He repeated his warning against premature standard setting, stressing the need for experience in working with the new BMB data in determining the proper way to use these new audience facts.

Dr. Baker refused even to hazard a guess as to the future of BMB beyond the current study, despite insistent questioning.

DURING 1949, 38,466 housewives were present at airing of *Cinderella Weekend* show of WHAM Rochester, N. Y., station reports.



METROPOLITAN LIFE INSURANCE COMPANY
Newscasters and Commercial Announcers

Station	Newscaster	Commercial Announcer
WBAL Baltimore	Galen Fromme	Galen Fromme
WEEI Boston	Ned Calmer*	Mon. thru Wed., Jim Pollard Thurs. & Fri., Ken Ovenden
WBEN Buffalo	Carl Erickson	Carl Erickson
WMAQ Chicago	Norman Barry	Lewis Roen
WLW Cincinnati	Howard Chamberlain	Mon., Dick Witty Wed. & Fri., Will Leve
WGAR Cleveland	Jim Martin	Bill Mayer
WFAA Dallas	Howard Boggess	Norwell Slater
WJR Detroit	John Dengler	Joe Hurd
WTIC Hartford	John McVane*	Bob Steele and Ed Anderson
KPRC Houston	Ray Miller	Tom Nelson
WIBC Indianapolis	Gordon Graham	Jack Morrow
KMBC-KFRM Kansas City	Erle Smith	Mon. & Fri., Paul Taylor Wed., Ken Wilson
WHAS Louisville	Jim Oberlin	Jim Oberlin
WCBS New York	Ned Calmer*	Harry Kraemer
WNBC New York	Clyde Kittell	Clyde Kittell
WINS New York	Don Goddard	Don Goddard
KYW Philadelphia	William R. Wilson	Ralph Benson
WCAU Philadelphia	Charles Shaw	Charles Shaw
KDKA Pittsburgh	Jack Swift	Jack Swift
WJAR Providence	Staff Announcer	Staff Announcer
WRVA Richmond	Scott Jarrett	Scott Jarrett
KSD St. Louis	Frank Eschen	John Rodel and Del King
KNBC San Francisco	Clarence Leisure	Bud Heyde and John Boles
WGBI Scranton	Ken Beghold	Ken Beghold
CBS Network	Eric Sevareid	Verne Hansen
CBS Pacific Group	Dave Vaile	Allan Botzer

* Various Staff Newsmen report from all parts of the world via short wave.

BELLEVILLE GRANT
FCC Issues Revised Decision

REVISED initial decision by FCC Hearing Examiner Leo Resnick, recommending a second time the grant of a new station at Belleville, Ill., on 1260 kc with 1 kw, directional night, to the Belleville *News-Democrat*, was reported by the Commission last Monday. Bid of WTMV East St. Louis, Ill., to switch from 250 w on 1490 kc to 1 kw on 1260 kc would be denied.

The Commission meanwhile also issued an initial decision by Hearing Examiner Elizabeth C. Smith recommending denial as in default of the application of Olney Broadcasting Co. for 1590 kc, 250 w daytime, at Olney, Tex. Partners Robert E. Thompson and Sidney R. Sanders failed to appear at scheduled hearings and present evidence, ruling said.

In the Illinois case, Examiner Resnick favored Belleville over East St. Louis because the latter already has one fulltime local outlet (WTMV) while the former has only one daytime station, WIBV. The first initial ruling was set aside for further hearing by the Commission last summer upon CAA's disapproval of the proposed site [BROADCASTING, July 25, 1949]. The *News-Democrat* is owned by Richard P. and Robert L. Kern.

N. Y. Adwomen Ball

ADVERTISING Women of New York will hold its Postillion Ball on Friday, March 3, at the Hotel Astor, New York. Proceeds from the ball are for charity.

SENATE CONFIRMS
Miller, May, Allen Approved

NAB President Justin Miller was confirmed by the Senate last Thursday as member of the U. S. Advisory Commission on Information for a three-year term expiring Jan. 27, 1953 [BROADCASTING, Jan. 16]. Judge Miller has served on the five-man commission since it was authorized by the 80th Congress. Senate also confirmed Mark May, human relations director, Yale U.

Simultaneously the Senate also approved the nomination of George V. Allen, former Assistant Secretary of State for public affairs, to be ambassador to Yugoslavia. In his former State Dept. post, Mr. Allen supervised all international and educational exchange activities, including the Voice of America.

Metropolitan's Radio

(Continued from page 19)

chinery, Metropolitan can get in radio advertising's "Three Tells," —Tell them you're going to tell them; tell them; then tell them you told them.

It must not be thought, however, that Metropolitan is aggressive in any part of its radio effort. The contrary is the case.

The company does not even use the names of those who write in for booklets as sales leads—an almost unbelievable chapter in business history. For those requesting booklets comprise people who are interested in health and safety, people who have the normal kind of consideration for the future which is part of the make-up of the good life insurance prospect. But Metropolitan is so serious in the pursuit of its philosophy that its advertising be concentrated on health and welfare that company feeling persists that it should not be tied in, even remotely, with sales.

The health and welfare announcements, then, have not become sales aids. They remain public service messages on a very high institutional advertising level.

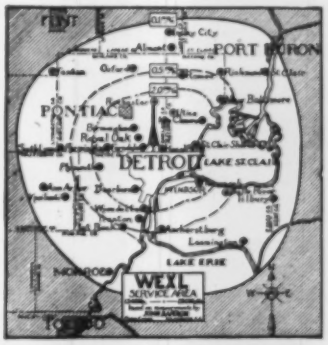
But since they play a part in keeping the company's policyholders alive longer, the announcements can truly be said to be health and wealth messages for both the listener and the company—a goal which any commercial radio venture could be proud to attain.

'Radio Technology'

RADIO TECHNOLOGY. By Ernest J. Vogt. New York: Pitman Publishing Corp. 556 pp. $6.

FEATURING a complete technical course in radio with higher mathematics eliminated, the single volume *Radio Technology* reference library is designed to meet the need among technicians, hams and operators for a simplified work. In a single chapter, the book reviews mathematics necessary to understand the material discussed in the volume. The book contains basic essentials of radio, television and facsimile for study for any FCC ticket.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY
THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts

Royal Oak, Michigan
PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

PACKAGE FIRM

Formed for Smaller Stations

ORGANIZATION of Promotion Specialists, packager of program for 250 w or smaller market stations, has been announced by Lloyd Nixon, account manager of the new firm.

"Our aim," Mr. Nixon said, "is to affiliate good, experienced radio entertainers from smaller radio stations and to syndicate their programs by tape, with commercials included, at low cost." Jay Berry is president of Promotion Specialists. Offices are at 326 Park Row Bldg., New York.

'GOOD FRIEND'

Panama Paper Cites Johnson

WHEN HE speaks as chairman of the Senate Interstate & Foreign Commerce Committee, Sen. Ed C. Johnson (D-Col.) not infrequently has fiery words of woe for FCC and segments of the radio industry—but down "south" he is an "amiable North American" and "good friend of Panama."

This was indicated in an editorial published recently by the *Panama Star* and inserted in the *Congressional Record* last week by Sen. Ernest W. McFarland (D-Ariz.), colleague committeeman and head of the communications subcommittee. The editorial referred to Sen. Johnson's visit last December to the Panama Canal zone in connection with pending proposals before his committee, authorized by Senate resolution last year.

Sen. Johnson's visit apparently dealt with four points—communications, political stability, transportation and new industries. He told government officials he thought there was need for "better communications of all kinds," according to the editorial, and stressed the valuable geographical location of Panama. The visit did not constitute "intervention," the article concluded, for "legal advice, kind words are guideposts . . . they demonstrate good will, and sincere and human concern."

Milestones

SEEN celebrating the 10th anniversary of the incorporation of the Keystone Broadcasting System, Chicago, are system executives (l to r) Naylor Rogers, executive vice president; Arthur Wolf, vice president; Edwin R. Peterson, special representative, and Sidney J. Wolf, secretary-treasurer.

* * *

► A special breakfast Feb. 8 will honor Swift & Co's nine years of sponsorship of *The Breakfast Club* on ABC. ABC Central Division Vice President John H. Norton Jr. will be host to network officials attending, including: President Robert E. Kintner; Fred Thrower, vice president in charge of sales; Robert Saudek, vice president in charge of public affairs, and Charles Harry, vice president in charge of programs. Swift executives and the program's cast will also attend.

► WKY Oklahoma City, reportedly third oldest station in the U. S., is celebrating its 30th year of operation. Station took to the air in 1920 as a 20 w experimental station, 5XT, and was purchased by the Oklahoma Pub. Co. in 1928. In the same year, WKY joined NBC.

► Feb. 3 marked the 15th anniversary of WEAV Plattsburg, N. Y. Station, the former WMFF, is owned and operated by Plattsburg Broadcasting Corp., headed by George F. Bissell, president and general manager.

► *The Court of Current Issues* will enter its third year of consecutive telecasting tomorrow (Feb. 7). The program, a sustainer, is seen Tuesday, 8-9 p.m. over WABD(TV) New York and the DuMont Television Network.

► Grady Cole, commentator-announcer for WBT Charlotte, N. C., has completed his 20th consecutive year with station.

► The 1,200th consecutive broadcast of *Morning Devotions* on WBAP Ft. Worth, Tex., has been observed.

► WSTV Steubenville, Ohio, this year is celebrating its 10th anniversary.

► Carl Ide celebrated the first anniversary of his *Carl Ide Calling* disc show on WNJR, Newark, N. J., Jan. 31 by holding open house at the WNJR studios.

► Dramatized historical sketch titled *Cavalcade of WING*, highlighted 25th anniversary program of WING Dayton, Ohio, Jan. 22. Program was presented from National Cash Register Auditorium.

► Mort Nusbaum Jan. 10 began his second year as morning man on WHAM Rochester, N. Y. He is the conductor of a weekly talent show which will soon make its debut over WHAM-TV. This is his 15th year in radio.

► Paul Gibson, story-teller and commentator for WBBM Chicago, passed the 7,000 mark in his number of daily broadcasts last month.

MONOPOLY UNIT

No Radio Probe This Year

PROGRAM agenda and hearing schedule of the House Judiciary monopoly subcommittee for the second session of Congress was announced Jan. 24 in a news conference held by Rep. Emanuel Celler (D-N. Y.).

Rep. Celler, chairman of the full House Judiciary Committee, told BROADCASTING that he contemplated no hearings involving the radio industry in this session. He said he had received "some but not many complaints" dealing with radio and that he saw no pressing need for a probe at this time.

Among specific industries cited for exploration beginning this month are Lever Bros. and its whole network of American and foreign subsidiaries, newsprint, U. S. Steel and monopoly in the legitimate theatre.

Mr. Celler told reporters that Charles Luckman, retired president of Lever Bros., would be asked to testify and would be subpoenaed "if necessary." A similar probe of company has been demanded also in the Senate in a proposal (S Res 213) by Sen. William Langer (R-N. D.) [BROADCASTING, Jan. 23].

The subcommittee will also hold a hearing on forthcoming legislation which would require the Justice Dept. to report periodically to Congress on the "nature, number and reasons" for all consent decrees and pleas of *nolo contendere* in anti-trust cases.

WCTU HITS NAB

Criticizes Liquor Ad Stand

NAB was charged last week by Mrs. D. Leigh Colvin, president of National Woman's Christian Temperance Union with "hypocrisy and deceit" in its defense of alcoholic beverage advertising over its member stations. She referred to NAB's letter to the Senate Interstate Commerce Committee's hearings on the Langer bill (S-1847) to ban advertising of alcoholics.

Mrs. Colvin contended the stations have, ever since repeal, ignored state and local rights by pouring wine and beer advertising, and sometimes whisky, into large areas dry by local option. Promotion for drinking appears in programs, she added. She suggested this advertising "is no doubt responsible for more juveniles taking to drink than any other single influence." NAB itself refers to manufacture and sale of alcoholic beverages as a moral problem, she said.

DO AGENCIES obtain local market data from any one accepted source?

A survey of 14 leading advertising agencies by the Special Libraries Association found that the only two annual reference books used by all 14 agencies polled are the World Almanac and—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

OREGON MEET SET

Group To Convene Feb. 10-11

MEMBERS of the Oregon State Broadcasters will hold their annual meeting Feb. 10-11 on the U. of Oregon campus at Eugene, according to President Lee W. Jacobs, KBKR Baker.

The state group was invited by the university to dedicate several new campus buildings, particularly Villard Hall which will be devoted to radio speech and drama. Gov. Douglas McKey will take part in the dedication and will be principal speaker at the Saturday banquet. Maurice B. Mitchell, director of Broadcast Advertising Bureau, will address a joint Friday luncheon of the Eugene Chamber of Commerce and the state association. Election of association officers is scheduled Saturday. Lee Bishop, KORE Eugene, is chairman of the Eugene committee arranging the meeting.

KXXL RENEWAL

FCC Affirms Denial

DENIAL of license renewal to KXXL Reno, Nev., on grounds of transfer without FCC consent, was ordered by FCC last week in a final decision affirming an earlier hearing examiner's recommendation [BROADCASTING, Jan. 2]. FCC also dismissed as moot an application for proposed sale of the station.

KXXL, assigned 250 w on 1230 kc, was destroyed by fire in November 1948 and has been off the air since that time. Hearing Examiner Fanney N. Litvin found that Byron J. Samuel, now sole owner, had acquired without FCC approval the one-third interests each held by Frederick W. Kirske and Edward Margolis, who had been partners with him in the licensee. Mr. Samuel proposed to sell KXXL to Chet L. Gonce, original owner of the station.

PRICE of its seven-inch long-playing records has advanced five cents, according to Columbia Records Inc.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

A FEW of the old-timers at KVOO Tulsa, Okla., with a combined service record of 141 years, get together at an office party in observance of the NBC affiliate's 25th anniversary. L to r (number of years of service shown in parenthesis): William B. Way (18), vice president and general manager; Mary G. Everage (15), traffic manager; Weymouth B. Young (15), musician-comedian; Ruth Dickens (12), commercial department; Ken Miller (18), news director; Norma Jane Cohen (16), violinist; C. A. O'Donovan (18), treasurer; Vick White (11), engineer (standing in front of Mr. O'Donovan), and Gustav K. Brandborg (18), commercial manager.

TREASURY SHOW

Oklahoma U. Widens Coverage

A NEW and increased method of network distribution of *This Is Oklahoma*, produced for the Savings Bond Division of the U. S. Treasury by the Broadcasting Workshop of the U. of Oklahoma, was inaugurated Jan. 26 over the facilities of the Oklahoma Group Broadcasters.

Previously carried weekly for a year and a half by transcription, the programs will be produced live in the studios of KOCY Oklahoma City and relayed by FM to the cooperating stations. Several stations will record for delayed broadcasts, while others will relay the program live. Stations not included in the network will continue to receive the program by transcription. The list of stations now carrying the program includes:

KOCY Oklahoma City, KRHD Duncan, KSMI Seminole, KOWE Clinton, WNAD Norman, KADA Ada, KTAT Frederick, KTJS Hobart, KASA Elk City, KHBG Okmulgee, KBIX Muskogee, KWON Bartlesville, KIHN Hugo, KVLH Pauls Valley, KTMC McAlester, KSIW Woodward, KSWO Lawton and KWCO Chickasha.

RADIO AT HEARINGS

Becomes City Council Issue in Chicago

CHICAGO City Council aldermen will consider a resolution permitting radio stations to record testimony at a public hearing at its next session Mar. 2.

Resolution, expected to be presented by Ald. Nicholas Bohling, follows uproar in City Hall Jan. 31 during a Chicago Transit Authority hearing before the council's transportation committee. At that time WGN-TV's *Chicagoland Newsreel* staff was refused permission to film proceedings for a video show by William Fort, public relations assistant to the mayor.

WMAQ (NBC) Chicago Newsman Len O'Connor was turned down also when he wanted to tape record some discussion for his daily *News on The Spot* program. Ald. Bohling, after asking the committee why stations were being censored, was told by Ald. James F. Young, chairman of the transportation committee who conducted the meeting, "perhaps the city architect had refused permission."

A simple majority vote will carry or dismiss the resolution. In the meantime, Mr. O'Connor is interviewing Aldermen on tape for his show, asking (1) Do you think Council and Council committee proceedings should be broadcast, (2) Would you as an alderman personally support such a resolution, and (3) Could you conclude any reasons why the council should be afraid of such broadcasts? Aldermen declining to comment are mentioned.

Mr. O'Connor told BROADCASTING no provision ever has been made in the council for radio station personnel, although individual seats and desks are assigned to newspaper reporters. The situation was reported also on WMAQ by John Holtman and Jim Hurlbut.

WHITE HOUSE

Plans Radio, TV in Every Room

THE NATION's "modern" White House will be well communications-equipped in this atomic age. Public Buildings Administration engineers, designers of a complex and intricate master control system, revealed their plans fortnight ago.

The Executive Mansion, now under repairs at an estimated cost of $5,400,000, will be outfitted with a central control communications network of unestimated but expensive cost. The network calls for a television screen in every room, radio (both AM and FM), Muzak, facilities for wire and tape recordings and a public address system. Any one of these can be received by dialing a number similar to the procedure for telephones.

Any program can be recorded by a dial spin. In addition, direct lines will connect the White House to all major radio networks for programs which do not happen to be broadcast by a Washington station. TV screens are tuned in by a swish of the dial. A giant 6-ft. by 8-ft. TV screen will be built into the movie theatre located in the executive office part of the building.

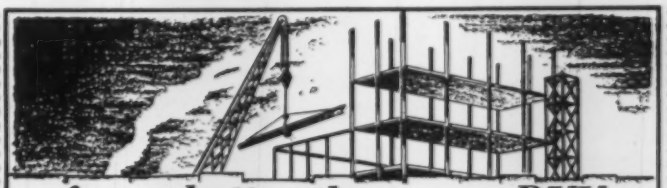
FORD MOTOR CO.

Buys 9 Additional Shows

FORD MOTOR CO., Detroit, through its agency, J. Walter Thompson Co., New York, has purchased another group of nine network shows for a short term in addition to its schedule already announced [BROADCASTING, Jan. 16].

Starting today through Feb. 15 the following programs will be used on MBS: *Adventures of Peter Salem, Official Detective, Can You Top This?, I Love a Mystery, Crime Fighters, Mutual Newsreel.* On ABC, *Blondie* will be used, and on CBS, *Escape* and *Lum 'n' Abner.*

SOUTHERN Democratic Conference in Raleigh, Va., covered Jan. 28 by WMBG Richmond. All speeches were tape recorded and presented following day in special program.


for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 1390 KC
50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

DYNAMITE CASE
WBT Hearing Postponed

PRELIMINARY hearing on Sterling L. Hicks' alleged involvement in the blast attempt on WBT Charlotte, N. C.'s tower [BROADCASTING, Jan. 26] was postponed last Thursday to Feb. 23 at the Mecklenburg county recorder's court.

Mr. Hicks, business manager of the IBEW in Charlotte, has been charged with conspiracy in the dynamiting try at the foot of WBT's 429-foot tower on Jan. 22. Acting on a tip, police had said a fortnight ago that they intercepted Chesley M. Lovell, a Columbia, S. C. house-painter, who they said had "a long criminal record," as he reportedly lit the fuses of the dynamite sticks which had been detonated.

Police said subsequent questioning of Mr. Lovell led them to the arrest of Mr. Hicks and the lodging of conspiracy charges against him. Two other men, whom the police named as being implicated, were free on bond in South Carolina. They were said to have been instrumental in assisting the explosion plot.

EXPORT section of Allen B. DuMont Labs. instrument division has increased its activities in European reconstruction, creating 25 distributorships in major cities, including London, Paris, Milan and Stockholm.

First 15 Program Hooperatings—Jan. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny (CBS) Original bcst. 23.9 Added by 2d bcst. 2.6*	180	American Tobacco Co. (BBDO)	26.5	28.9	—2.4	1
Radio Theatre (CBS)	172	Lever Bros. (JWT)	24.7	28.6	—3.9	2
Bing Crosby (CBS)	179	Liggett & Myers (C&W)	24.0	15.7	+8.3	22
My Friend Irma (CBS)	150	Pepsodent Div.-Lever Bros. (FC&B)	23.5	21.5	+2.0	7
Godfrey's Talent Scouts (CBS)	155	T. J. Lipton Div.-Lever Bros. (Y&R)	22.1	22.1	0.0	6
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	20.8	26.9	—6.1	3
Groucho Marx (CBS)	155	DeSoto-Plymouth (BBDO)	19.3	13.0	+6.3	35
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	17.8	20.1	—2.3	8
Walter Winchell (ABC) Original bcst. 16.8 Added by 2d bcst 9.8*	271	Wm. R. Warner (K&E)	17.6	26.8	—9.2	4
Charlie McCarthy (CBS) Original bcst. 15.7 Added by 2d bcst. 1.8*	180	Coca Cola Co. (D'Arcy)	17.5	..	....	..
Big Town (NBC)	132	Lever Bros. (SSC&B)	17.4	17.7	—0.3	11
Bob Hawk (CBS)	163	R. J. Reynolds Tob. (Esty)	17.1	16.2	+0.9	17
Mr. Keen (CBS)	151	Whitehall Pharmacal Co. (Murray)	17.1	15.9	+1.2	21
Bob Hope (NBC)	151	Lever Bros. (BBDO, Ayer, JWT)	16.8	23.8	—7.0	5
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	16.6	19.1	—2.5	10
Great Gildersleeve (NBC)	155	Kraft Foods (NL&B)	16.6	14.9	+1.7	29

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NEW FIRM
Standard Electronics Corp. Succeeds WE

FORMATION of a new company, Standard Electronics Corp., Providence, R. I., to succeed Western Electric Co. in the design and manufacture of broadcasting and studio equipment for radio and television for distribution through Graybar Electric Co., was announced last week.

Graybar has been the principal distributor of broadcasting equipment made by Western Electric Co., but the latter company is about to withdraw from the field.

The new company, whose formation was announced by George F. Hessler, Graybar vice president, will succeed Western Electric as Graybar's supplier of transmitting equipment.

Mr. Hessler said Graybar would have no financial interest in the new concern.

Heading the new company is Edwin M. Martin, as president and chairman of the board. Mr. Martin was formerly chairman of the board of American Bosch Corp. and before that was vice president, secretary and director of Farnsworth Radio and Television Corp.

Robert F. Moyer, president of Standard Machinery Co., of Providence, will become vice president and treasurer of Standard Electronics.

Agreement With Hazeltine

Standard has an agreement with Hazeltine Electronics Corp. to manufacture products which Hazeltine—employing a staff of 300 engineers—has developed through research.

Hazeltine is currently planning a complete television equipment package, for production by Standard, Mr. Hessler said.

The new company has been privately financed, Mr. Hessler announced. It will operate its own plant at 4175 Elmwood Ave., Providence. Members of the board of directors are David G. Baird, financier; Sylvester Muldowney, president of Security Bank Note Co.; Wesley Peoples, president of United States Radiator Corp., and Daniel Schaffer, director of the Pennsylvania Railroad, Curtiss Wright and Universal Pictures.

Mr. Hessler said Western Electric had entered an agreement with Standard for the latter company to provide maintenance parts and service to all users of Western Electric equipment.

According to the announcement, the company plans to develop and manufacture TV, microwave and radio communications equipment and gradually add other electronic equipment.

WCLE EXTENSION
FCC Sets March 1 Deadline

FINAL extension of authority to remain silent was given WCLE Clearwater, Fla., by FCC last week pending financial reorganization. March 1 was set as the deadline. Station has been off the air since early November.

WCLE has pending an application for assignment of its license to Florida West Coast Broadcasters Inc. for $32,500 [BROADCASTING, Jan. 30]. Assignee includes Arthur B. Mundorff, 50% owner, and William S. Perry, 20% owner, both formerly with WPAT Paterson, N. J. WCLE owners, Houston Cox Jr. and M. L. and S. L. Rosenzweig earlier had proposed to sell the station to Dr. William T. Watson but this transfer was dropped in December after FCC had ordered an investigation of Dr. Watson's qualifications to be a licensee [BROADCASTING, Oct. 31, 1949]. WCLE is assigned 1 kw daytime on 680 kc.

REVOCATIONS
KPAB, KWIK Hearings Set

UPON REQUEST of stations involved, FCC last week designated for hearing its orders of revocation for KPAB Laredo, Tex., and KWIK Burbank, Calif.

KPAB, assigned 250 w on 1490 kc, has been transferred without Commission approval, FCC alleged [BROADCASTING, Jan. 9]. Hearing is to commence in Laredo March 6 before Comr. Paul A. Walker. FCC said Mark Perkins "has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is now operated by these persons without a license." Mr. Perkins acquired KPAB in December 1948.

KWIK, assigned 250 w on 1490 kc, was charged also with transfer without approval, before going into bankruptcy [BROADCASTING, Dec. 19, 1949; Jan. 2]. Hearing is scheduled March 20 in Burbank before Comr. E. M. Webster, as requested by Leslie S. Bowden, trustee in bankruptcy. However, FCC also wishes to determine legality of this request since the trustee is not the licensee although he presently is operating KWIK.

International Ladies' Garment Workers Union, owner of FM stations WFDR New York, WVUN Chattanooga and KFMV Los Angeles, has pending offer to buy KWIK for $40,000. Issues for the hearing are as follows:

(1) To determine whether all transfers of stock in Burbank Broadcasters Inc., licensee of station KWIK, made prior to March 14, 1949, have been reported in accordance with Sections 1.321, 1.342 and 1.343 of the Commission's Rules and Regulations, and whether the license granted to Burbank Broadcasters Inc., or the rights and responsibilities incident thereto have prior to March 14, 1949 been transferred, assigned or disposed of, directly or indirectly without the consent of the Commission and in contravention of the Communications Act of 1934, as amended, and more particularly Section 310(b) thereof.

(2) To determine whether the letter filed December 30, 1949, by Marcus Cohn [Washington attorney] on behalf of the "applicant" [trustee] is legally sufficient under the provisions of Section 312(a) of the Communications Act of 1934, as amended, to suspend our Order of Revocation, dated December 14, 1949.

WHLI and WHLI-FM Hempstead, L. I., broadcast 8,847 spot announcements during 1949 on behalf of local non-profit organizations such as Red Cross, cancer drives, etc. In addition, 1,765 Long Island organizations were given meeting and activity announcements, station reports.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Programs

FAST-moving *Grocery Grab-Bag* on WJR Detroit is made up of quiz based on slogan or brand names of grocery products. Nine contestants are chosen from persons present at store being spotlighted weekly. Each contestant is asked three questions, the correct answer to each merits him grab-bag of groceries. Listeners write in to nominate grocer and store of the week. Winning grocer is presented with certificate of service and portable radio by station. Show is co-sponsored by WJR and trade magazine, *Grocer's Spotlight*. Only those products advertised over WJR or in *Grocer's Spotlight* are used in questions.

'Weather or Not'

NIGHTLY summation and prediction of weather conditions throughout country with emphasis on Washington area currently seen over WOIC (TV) that city. Nightly five-minute feature, *Weather or Not*, is designed to present last minute information and predictions to prepare listeners for next day's conditions. Charts and photos illustrating reasons for changes are supplied by U. S. Weather Bureau. Most unusual changes throughout country are commented upon. Show immediately precedes sign-off and is sponsored on six-day split basis by American Security & Trust Co. and McNeil Motors, local Studebaker distributor.

'Flight International'

HALF-HOUR weekly show on KNBC San Francisco titled *Flight International* features interviews with travelers entering or leaving the U. S. Aaron Edwards from San Francisco International Airport emcees new series produced by Dick Barnett.

'Bicycle Thief' Serial

INCONCLUSIVE ending of Italian film, "Bicycle Thief," is basis of new Italian daytime serial currently being negotiated for beginning over WOV New York, Italian language station. Series, to be written by Vera Fontanella, will star Lamberto Maggiorani, featured star of film, and be produced from WOV's Rome, Italy, studios. Series will last 13 weeks and is tentatively titled *The Way Ahead*.

Phone Format

TELEPHONE calls play important role in new show on WBAL Baltimore. *Hello Baltimore* features Brent Gunts, producer and m.c., who makes frequent calls to listeners. Some listeners when called are asked to recount any good news in their own homes or neighborhoods, such as births, marriages, etc. Others are asked to name song played prior to call, and then asked to name another song with a word in its title in common with word in title of played, i.e., "Blue Skies" would recall "My Blue Heaven," or others. Also during show, salesmen in grocery or department stores are called for latest prices on important items.

Secretary Interviewed

DURING visit to Grand Island, Neb., area, Secretary of the Interior Oscar L. Chapman was interviewed on KMMJ that city by George Kister, station's farm director.

Records of the Past

NEW show, *Past Is Present*, on WERE Cleveland, features records from collection of George Hantelman, who conducts show. Mr. Hantelman has over 35,000 recordings, including such items as reproductions of bugle used at battle of Waterloo. History and historical significance of records is told listeners by Mr. Hantelman and records are played Mon. through Thurs., 10-10:30 p.m.

School Life

SERIES of shows presented over KVVC Ventura, Calif., is tape recorded by students of Oxnard junior high school, Ventura, and features their activities. Programs will be presented weekly through June 14. Classroom projects, study activities and school life are among topics to be presented by students.

Races Telecast

FOR reportedly first time in turf history, stake races at Hialeah Race Course, Fla., were telecast, Jan. 28. Program was carried by WTVJ (TV) Miami and produced and directed by Sammy Renick, former leading jockey. During telecast, which was part of regular *Racing with Renick* series, former jockey discussed background of horses entered, their lineage and performances and their standing with handicappers for particular race. Audio coverage for race was given by Fred Capossela, official announcer at course. Winning jockey and owner were interviewed after race. *Racing With Renick* is seen at 4:30 p.m., Wednesday and Friday.

New Frontiers

DEALING with problems of organized labor and featuring outstanding personalities in fields of education and government, new series will be presented over WDET (FM) Detroit during February, March and April. Called *New Frontiers of Unionism*, program will feature Edwin E. Witte, U. of Wisconsin; Edward L. Cushman, director of Wayne U. Institute of Industrial Relations; William Haber, U. of Michigan; Neil Chamberlain, Yale U.; Arthur Kornhouser, Wayne U., and Philip Kaiser, Assistant Secretary of Labor.

Hotel Interviews

DIFFERENT Washington hotel each week is scene of *Breakfast With Tourists*, series on WMAL Washington. M. C. Jackson Weaver goes to hotel at 10 a.m. each Saturday to interview typical tourists on their reaction to capital. Transcriptions are made of each broadcast and sent to home town stations of tourists interviewed, then played back after traveler has returned home. Program is presented in cooperation with Greater National Capital Committee of Washington Board of Trade which awards tickets enabling tourists to visit sites in and near Capital.

TV Puppet Show

WEEKLY series on WJZ-TV New York designed for children features "Peggy" and her dog "Mr. Sniffin." Children viewers were invited to write in for free "Mr. Sniffin's Secret Society" button, membership-card and secret password. More than 500 requests were received, station reports. Show is feature of Hudiburg Products, New York, and is aired Saturday, 2:05 p.m.

Listener's Talents

OPPORTUNITY for amateur songwriters to make themselves heard is presented by KYW Philadelphia in new weekly half-hour show, *Top Tune Time*. Show is heard Thurs., 7:30 p.m., and is made up of songs written by amateur composers all over the country. Best tunes submitted are aired in five-week cycles, four weekly winners competing against each other during fifth week. Listeners are asked to vote for best tune via postcard. Listeners who most consistently choose weekly winners during the month are awarded prizes. Best songs uncovered by program will be published and recorded with royalties going to composers. Show has received heavy mail from all over the country.

'This Is Los Angeles'

HALF-HOUR weekly news program featuring background stories of people who make Los Angeles headlines, entertainment highlights, and interviews with unusual people started on KNX Los Angeles. Titled *This Is Los Angeles*, program is prepared by KNX Public Affairs Dept. Stuart Novins, director of public affairs, is producer.

Employment Aid

NEW show on WLOU Louisville, Ky., presents interviews with two men and two women, jobless through no fault of their own. Titled, *Jobs Inc.*, show is heard Saturday, 10:30-11 a.m., and is presented in cooperation with local Div. of Economic Security, division of Employment Service. Interviews cover background, education, previous employment, age, hobbies and steadiness of employment of applicants. Bulletins calling attention to series have been sent to 900 employers in area.

"Bookologue"

TELEVISION monologue is method used for recommending classics of literature to listeners of WSB-TV Atlanta, Ga. Entire content of each book reviewed is given by Amelia Weinberg, using voice inflection and facial expression to portray moods and characters. *Bookologues* are scheduled irregularly over station.

Anniversary Show

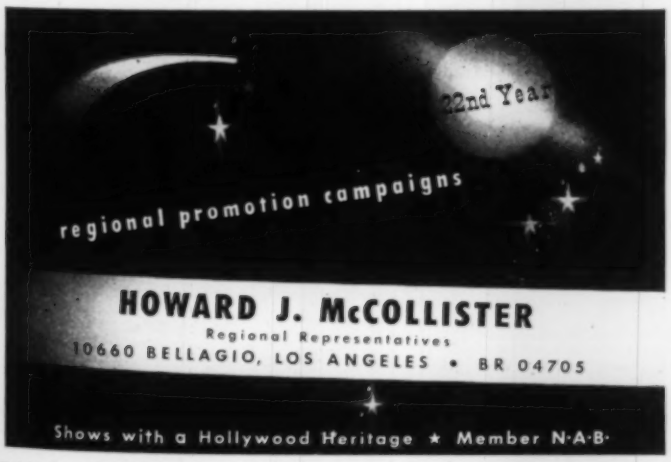
THE 100th anniversary of Teacher's College of Connecticut, New Britain, was observed in hour-long show on WDRC Hartford recently. Program was written and produced by Brobery P. Ellis of school's English department and originated from institution. Among noted guests was Gov. Chester Bowles.

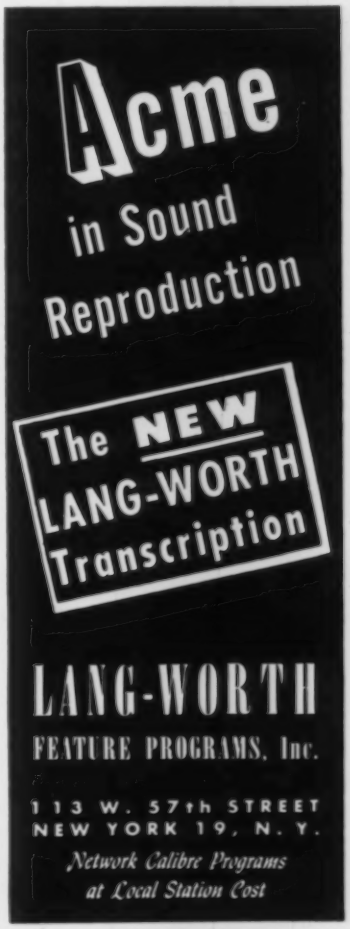
Children's Books

CKX Brandon, Man., starts Saturday morning public service program *Around the Library Table*, with librarians telling stories from books in public library. Program deals with children's books. Library has reported increase of circulation in children's section of library as result.

TV Aids Search

MISSING PERSONS are sought on new NBC Chicago video show, *Reported Missing*. Jim Hurlbut, WMAQ (AM) and WNBQ (TV) Chicago reporter-at-large, talks of missing persons and asks for information as to their whereabouts using pictures and data supplied by police and private detectives. Viewers have been asked to solicit his aid in finding missing relatives and friends. Show is telecast Wednesday, 9:45-10 p.m. (CST).


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



WALE CASE

Hearing Issues Reported

ISSUES have been reported by FCC for its investigation to determine whether WALE Fall River, Mass., has lived up to the program and ownership-management promises it made in its original application which helped it win over other applicants in a competitive hearing.

The Commission also has set March 6 and Fall River as date and location for its hearing involving the WALE license renewal bid as well as the application of Bay State Broadcasting Co. seeking WALE's assignment, 250 w on 1400 kc [BROADCASTING, Oct. 31, 1949]. Bay State, permittee of WBSM New Bedford, Mass., was loser in the initial competition for the Fall River assignment on 1400 kc. Bay State petitioned FCC last year for the new comparative proceeding.

FCC earlier had planned to incorporate in the new hearing an application for approval to sell WALE to WNBH New Bedford, but this request was subsequently withdrawn. Among the issues specified for the comparative hearing are the following:

1. To determine the legal, technical, financial and other qualifications of the applicant, Bay State Broadcasting Co., to construct and operate the proposed station, and of the applicant, Narragansett Broadcasting Co. (WALE) to continue to operate WALE.

2. To determine whether the representations and proposals heretofore made by Narragansett Broadcasting Co. to the Commission with respect to the ownership and operation of the station were made in good faith and whether Narragansett Broadcasting Co. has carried out, or has failed to carry out, such representations and proposals with particular reference but not limited to the following:

(a) The shares of stock issued to and subscribed for by Clark F. Murdough, George L. Sisson Jr., Albert Pilavin and Leonard P. Cohen and the participation of the said persons in the operation and management of WALE.

3. To determine whether Narragansett Broadcasting Co. has carried out, or has failed to carry out, the representations and proposals heretofore made by it to the Commission with respect to program service.

4. To obtain full information concerning the nature and character of the program service which has been rendered by WALE, with particular reference but not limited to the following:

(a) The amount of time the station has devoted to the broadcasting of discussions upon controversial issues of public importance; (b) The amount of time which the station has devoted to the broadcasting of local live talent programs; (c) The amount of time the station has devoted to broadcasting of agricultural and educational programs; (d) The amount of time which the station has devoted to the broadcasting of recorded programs.

5. To obtain full information concerning the nature and character of the program service proposed to be rendered by Bay State Broadcasting Co. and Narragansett Broadcasting Co.

6. To determine the overlap, if any, that will exist between the service areas of the station proposed by Bay State Broadcasting Co. and of the operation of WBSM by Bay State Broadcasting Co., the nature and extent thereof and whether such overlap, if any, is in controvention of Section 3.35 of the Commission Rules.

WORK OF FTC

House Group Has Hearing

PUBLIC interest in the responsibility of the Federal Trade Commission over false or deceptive advertisements is great, because "tens of millions of our people purchase goods relying on the truth" of radio and other media statements, FTC Comr. James M. Mead has advised a House Appropriations subcommittee.

Comr. Mead and Acting Chairman Lowell B. Mason testified before the group last month on FTC's fiscal 1951 funds. FTC is requesting $4,225,000 for 1950-1951 covering operation and pay raise increases. In addition to the litigation method in this field, the commission has developed informal and cooperative procedures designed for wider coverage of law enforcement at a lower cost, Comr. Mead said. Importance of its anti-monopoly work also was stressed.

Thomas E. Walsh

THOMAS E. WALSH, 61, vice president of McGuire Adv. Ltd., Windsor, Ont., died in his office following a heart attack on Jan. 24. He was former president of Walsh Adv. Ltd., Windsor, from which he retired in 1946.

WHERE DOES C. E. HOOPER get retail sales figures?

Retail sales figures on cities and counties in the Hooper station audience reports are taken from——

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

At a contract signing for Toni Talking *are (l to r): James Crawford, WPEN sales manager; Edward C. Obrist, general manager; Mr. Palumbo and Toni Spaulding.*

KOME INCREASE

Tulsa Outlet Now on 5 kw

KOME Tulsa, formerly operating on 1340 kc with 250 w, took to the air Jan. 22 with increased power of 5 kw on 1300 kc.

Included in the MBS outlet's improvement, KOME officials report, is a new transmitter site complete with latest obtainable equipment installed in an air conditioned transmitter building at 86th and S. Harvard in Tulsa, and four Blaw Knox Towers, each 234 ft. high.

During the opening day ceremonies, KOME received congratulatory messages and salutes to its new power from Mutual key stations on several network programs. Owned and operated by the Oil Capitol Sales Corp., KOME went on the air as an MBS affiliate on Dec. 25, 1938.

Officials said changes in the KOME setup are the result of a large expansion program started more than a year ago by Harry Schwartz, president.

SCRIPT CONTEST

AER Lists Five Donors

FIVE donors of expense and prize money for the annual script competition of the Assn. of Education by Radio have been announced by the contest office. The five are Audio Devices, New York, undertaking sponsorship for the third successive year; The School Broadcast Conference and *World Book Encyclopedia*, both of Chicago; the Webster Electric Co., Racine, Wis., and the Protestant Radio Commission, New York. Regional sponsors are yet to be announced.

Open to students enrolled in colleges and universities in the United States, the contest has for its purpose the encouraging of good script writing among college students and calling the attention of the industry to promising writers. Rules of the contest, which closes April 1, may be obtained from Sherman P. Lawton, Oklahoma U., Norman, Okla.

CBI Sydney, N. S., undergoing alterations to provide better facilities for handling network broadcasting between the Canadian mainland and Newfoundland.

HAND-IN-HAND

WPEN, Sponsor Plug Ten

NIGHT OWLS in Philadelphia know about *Toni Talking* to a man —or WPEN-AM-FM and sponsor Frank Palumbo, local Ford Mercury dealer, missed a bet in their pooled promotion-proof campaign. One full week of fun, tricks and a few bolts of promotion lightning that would have blistered Ben Franklin's key were employed before the program's inauguration 2-7 a.m. Jan. 17.

Toni Talking is conducted by Toni Spaulding, claimed by WPEN to be the only all-night girl disc jockey in the country. Program's debut also introduced Philadelphians to the start of WPEN's 24-hour program schedule. Not only is the program soothing for the night crowds' ears but its time is sold from start to finish—Frank Palumbo Motors splits the time with a local General Electric dealer.

Working hand-in-hand, WPEN and Mr. Palumbo chalked up a series of promotion hits. The conventional uses of circulars, ads and radio spots were put in play. But the spectacles which started people talking about *Toni Talking*, WPEN says, were these: An elephant adorned with a Toni banner stalked Quaker City streets; faster modes of transportation included a horse and buggy, a fleet of Mercurys parading through the streets, and a smoke writing airplane. Posters were tacked on 35,000 telephone poles, the name, time, station and sponsor painted on every downtown street corner and Palumbo Motors girls called homes in both the city and suburbs to suggest the show for family listening. A regular "first nighter" was held at Mr. Palumbo's night club with celebrities and radio people on hand. Results already are in. WPEN reports Miss Spaulding received thousands of cards and letters from fans in the first morning's mail.

General Foods Shift

TWO General Foods shows on CBS will shift time and day periods on the network. *My Favorite Husband*, now heard on Friday under Jell-O sponsorship, is to move to Sunday 6 p.m, starting March 5. *The Goldbergs*, for Sanka coffee, formerly heard Friday night, moved to Saturday, 8:30-9 p.m., effective Feb. 4. The 6 p.m. Sunday time now is occupied by Prudential's *Family of Stars*, which will be cancelled Feb. 26. Young & Rubicam, New York, is the agency for GF.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

L. A. ADWOMEN

Radio-TV Feature Meeting

RADIO and television will come in for one session each during the annual Los Angeles Advertising Women Inc. "Advertising at Work" lecture series starting today, Feb. 6, for 13 weeks. Sessions, open to "everyone interested in advertising," will be held Mondays at NBC Hollywood Studio A, Sunset and Vine.

Robert J. McAndrews, executive director, Southern California Broadcasters' Assn. will speak on "Radio" at the April 17 meeting. Scheduled for April 24 is a television panel made up of Los Angeles television station executives, including Hal Bock, manager, western network television, NBC; Charles Glett, KTSL (TV) Los Angeles vice president in charge of television; Harrison Dunham, KTTV Inc. acting general manager; Don Fedderson, general manager of radio and television, KLAC-TV Los Angeles. Martha Gaston Bigelow, KFOX Long Beach, Calif., account executive, will be moderator.

In addition, discussion of TV film by Don McNamara, director of television, Telefilm Inc., will share a session with "Photography" April 10.

Other speakers will include Charles W. Collier, executive vice president, Advertising Assn. of the West; Clarence Davenport, account executive, McCarty Co.; Burt Cochran, vice president, McCann-Erickson Inc.; Hal Stebbins, president, Hal Stebbins Inc.; Ted L. Stromberger, vice president, West-Marquis Inc.; Walter Criswell, art director, BBDO; Ward Ritchie, production manager, Foote, Cone & Belding; Herbert H. Kirschner, president, AAW and Kirchner & Co., San Francisco.

Zenith Drops Auto Sets

ZENITH RADIO Corp. has given up auto radio business, Eugene F. McDonald Jr., president, informed company distributors Jan. 27. He explained that the plant space will be used for television and home radio sets.

WBUT
BUTLER, PENN.
PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

WQXR-FM FEEDS WFMZ (FM)

Program Exchange Without Wire Lines Studied

WQXR-FM NEW YORK, the *New York Times* station, last week began an experiment to make its programming available to WFMZ (FM) Allentown, Pa. If the tests are successful, WQXR-FM will make its broadcasts available to FM stations in other localities.

Elliott M. Sanger, executive vice president of WQXR, said there are no commercial aspects to the present arrangement, as both stations are cooperating without financial compensation between them during the test period, which will continue for one month. The project, however, may determine the commercial possibilities of a group of FM stations being programmed from a central point and transmitting programs without wire line facilities, Mr. Sanger said.

Starting Feb. 1, WFMZ began rebroadcasting the WQXR-FM programs weekdays from 7:30 p.m. to midnight and Sundays from 12:30 p.m. to midnight.

WQXR-FM announced the move also was the first step toward meeting requests from various parts of the country for obtaining its programs.

RADIO AUDIENCE

Booklet Defines Meaning

DEFINING AND MEASURING RADIO AUDIENCES. A Survey Guide for Radio Stations. By George Fisk. Bulletin No. 10, Economic and Business Studies. Bureau of Economic and Business Research, State College of Washington, Pullman, Wash. 40 pp.

THIS bulletin appraises the meaning of a radio program listener and the radio station listener by sorting out the terms used by various radio-rating services. It also attempts to show small and independent station operators "how to plan their own surveys with a minimum of outside help."

Author of the booklet is George Fisk, an assistant professor of business administration at the School of Economics and Business, Washington State College, Pullman, Wash. The bulletin is divided into three parts: A definition of the radio listener, description of survey methods, and research procedure for the small station. An attached "Part IV" presents a detailed "case study in small station listener research." To illustrate procedure, this study presents procedural method employed by KWSC, the college's AM station in Pullman, in its survey to measure listener opinions of programming and talent.

Pacific Coast Survey

SECOND volume of the economic survey of the Pacific Coast is being released by the Pacific Coast Board of Intergovernmental Relations with title of *Economic Outlook for the Pacific Coast, 1950-1960*. The report, based on Volume I studies, analyzes the extent and nature of recent and impending growth of the area. Feature is detailed accounting of growth of markets for different commodities by a breakdown of increases in children, active working age population, elderly group and family units. Copies at $1 each can be obtained from Stanley Crook, Board secretary, 121 Federal Office Bldg., San Francisco 2.

George B. Evans

FUNERAL services were held in New York Jan. 27 for George B. Evans, 48, pioneer radio publicity agent of 25 years, who died suddenly of a heart attack in his Bronx home the previous day. He had represented over 200 radio, stage and screen personalities including Frank Sinatra, Rudy Vallee, Lena Horne, Duke Ellington, Margaret O'Brien, Glenn Miller and the A&P Gypsies. Mr. Evans was born in Latvia and came to the U. S. in his childhood. Before entering the public relations field, he was with the sales division of RCA-Victor. Surviving are his wife, Mrs. Emma Evans, two sons, two brothers, two sisters and a grandson.

AGRICULTURE

Information Seeks Fund Raise

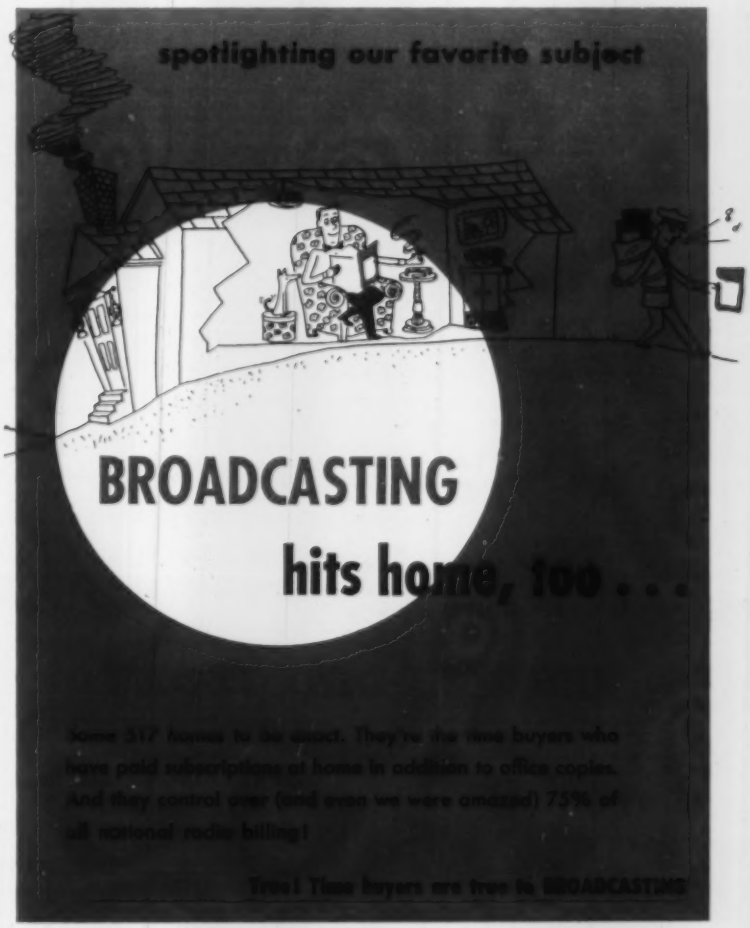
AGRICULTURE DEPT.'s Office of Information is seeking nearly a $30,000 increase in funds for fiscal 1951—largely for television activities to meet requests for additional information on the new medium.

This was revealed in testimony released fortnight ago by a House Appropriations subcommittee considering 1950-1951 funds for various government branches. Funds for the department's information office for 1950 were estimated at $1,261,328. The new '51 budget estimate calls for $1,290,800.

R. L. Webster, associate director of information, Dept. of Agriculture, told the subcommittee that "the good record we made in radio (over 25 years) is embarrassing us a little bit so far as television goes, because people expect us . . . to be experts in that field."

He said the department's two-year project would eventually pay "big dividends" in television, especially in the film field, because many television stations just starting "are interested in getting film material which they can run at less expense than live programs."

THURSDAY edition of five weekly MBS *Queen for a Day* now being recorded on Tuesday for Thursday presentation because of time conflict with telecasting of the weekly TV version of the program on Don Lee television.



January 27 Decisions . . .

BY COMMISSION EN BANC

Application Dismissed

Hico Bcstrs, Jonesville, Mich.—Upon petition of Hico Bcstrs. to dismiss application without prejudice, Commission on own motion dismissed application of petitioner which requested new station to operate on 1480 kc, 500 w D only, with prejudice.

Authority Granted

WWOK Flint, Mich.—Granted authority to remain silent for period of 30 days from Jan. 24, pending negotiations for sale of station.

Petition Denied

Niagara Bcstg. System, Niagara Falls, N. Y.—Denied in full petition requesting waiver of Sec. 1.387(b)(3) of rules to permit acceptance of application for new station in Niagara Falls on 1230 kc, 100 w unl. time; that record in proceeding in re application of Erie Bcstg. Corp., Buffalo, be reopened and its application designated for hearing in a consolidated proceeding with Erie Bcstg Corp. application.

Hearing Designated

KTLW Texas City, Tex.—Designated for hearing application for mod. license to change power and hours of operation from 1 kw D only to 250 w-N, 1 kw-D.

WHIT New Bern, N. C. and WELS Kinston, N. C.—Designated for consolidated hearing application of WHIT to change facilities of station from 1450 kc 250-w unl. to 960 1 kw unl. DA-N, and application of WELS to change facilities from 1010 kc 1 kw D only to 960 kc, 1 kw D, and made WDBJ Roanoke, Va., party to proceeding.

Spa Bcstrs. Inc. and The Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Designated for consolidated hearing application of Spa Bcstrs. Inc., and that of the Saratoga Bcstg. Co., each requesting new station on 900 kc 250 w D, and made WOTW Nashua, N. H., party to proceeding.

Action Set Aside

Gifford Phillips, Denver, Col.—Commission set aside action of Dec. 21, 1949, which denied application for extension of completion date for CP which authorized new station at Denver, and designated for hearing at Washington.

January 30 Decisions . . .

BY THE COMMISSION

Oral Argument

Commission on Jan. 27 scheduled oral argument for Feb. 17, 1950, on Initial Decision in re Port Frere Bcstg. Co. Inc., WTUX Wilmington, Del.

January 30 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

WTOB Winston-Salem, N. C.—CP to change from 710 kc 1 kw D to 550 kc 1 kw unl. DA-N AMENDED to request 1380 kc 1 kw unl.

AM—900 kc

KPLW Plainview, Tex.—Mod. CP new AM station to change from 1510 kc to 900 kc and change studio to Floydada, Tex.

Modification of CP

KROW Oakland, Calif.—Mod. CP which authorized increase in power, install trans. etc. for extension of completion date.

KSTT Davenport, Ia.—Same.

KTLA Los Angeles—Mod. CP new commercial TV station for extension of completion date to 6-1-50.

TENDERED FOR FILING

AM—1140 kc

KSOO Sioux Falls, S. D.—CP to change from 1140 kc 5 kw limited to 1140 kc 10 kw unlimited DA-N.

ACTIONS OF THE FCC

JANUARY 27 to FEBRUARY 3

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 31 Decisions . . .

BY COMMISSION EN BANC

Extension Denied

Denied extension of completion date of CP as modified, for The Associated Bcstrs. Inc. KSFO San Francisco, which authorized change in facilities from 560 kc, 1 kw-N 5 kw-LS, unl., to 740 kc 50 kw, DA-2, unl., because completion of construction has not been prevented by cause beyond control of permittee; further held CP automatically forfeited.

Denied application of Columbia Bcstg. System Inc., of Calif., San Jose, for extension of completion date of CP as modified which authorized station KCBS to change frequency to 560 kc.

Hearing Designated

KPAB Laredo, Tex.—Ordered that all matters pertinent to Commission's order of revocation dated Jan. 4 in re station KPAB be designated for hearing on March 6 at Laredo, Tex. before Comr. Paul A. Walker.

KWIK Burbank, Calif.—Commission on own motion designated for hearing matter of revocation of license of station KWIK to commence March 20 at Burbank, before Comr. E. M. Webster.

ACTION ON MOTIONS

(By Commissioner Hyde)

FCC General Counsel—Granted extension to Feb. 27 to file exceptions to initial decision in re applications of Enid Bcstg. Co., Enid, Okla. and Leader Pub. Co., Guthrie, Okla.

Steitz Newspapers Inc., Lebanon, Pa.—Granted dismissal without prejudice of application; petition to delete certain issues or for other relief filed 11-22-49, and motion to take depositions filed 12-6-49 dismissed as moot.

WCAM Camden, N. J.—Granted continued hearing presently scheduled for March 16, 1950; hearing continued indefinitely.

McMa Agency, Lubbock, Tex.—Granted dismissal without prejudice of application.

Syndicate Theatres Inc., Columbus, Ind.—Dismissed leave to amend application so as to specify frequency 1010 kc in lieu of 1130 kc; amendment filed received as new application tendered for filing.

Twentieth Century-Fox New England Inc., Boston, Mass.—Granted dismissal without prejudice of application.

Twentieth Century-Fox of Calif. Inc., San Francisco—Granted dismissal without prejudice of application for TV CP.

Twentieth Century-Fox of Washington Inc., Seattle, Wash.—Granted dismissal without prejudice of application for TV CP.

Houston Bcstrs., Albany, Ga.—Granted petition to accept late appearance in proceeding in Dockets 9533 and 9534.

WJPS Inc., Evansville, Ind.—Granted petition to accept late appearance in proceeding in Dockets 9533 and 9534.

George F. Haddican, Delano, Calif.—Granted extension to Feb. 16, 1950, to file exceptions to initial decision issued in Docket 8758.

KFRD Rosenburg, Tex.—Granted petition to accept late appearance in proceeding Docket 9541.

KADA Bcstg. Inc., Ada, Okla.—Granted dismissal of petition and supplement thereto, filed Dec. 21, 1949 and Jan. 17, 1950, for reconsideration of Commission's Order of 12-14-49, dismissing application.

(By Examiner Hutchison)

WDZ Decatur, Ill.—Granted order authorizing taking of depositions of certain witnesses on dates indicated in petition in proceeding re application of WDZ and that of Afro-American Bcstg. System Inc., Hopkins Park, Ill.

WDZ Decatur, Ill.—Granted petition requesting that Harry L. Pate, Springfield, Ill. and Donald A. Morgan, of Peoria, Ill. be authorized to participate as counsel in hearing on application and that of Afro-American Bcstg. System Inc., Hopkins Park, Ill.

WMT Cedar Rapids, Ia.—Granted motion requesting that Commission's order of 1-26-50, authorizing taking of depositions of certain witnesses on behalf of WDZ, on Feb. 3, 1950, at Decatur, Ill., and on Feb. 4, 1950, at Metamora, Ill. be amended to change dates to Feb. 6th, 1950 at Metamora, Ill., and Feb. 7th, 1950 at Decatur, Ill. Section 1.826 of Commission's rules be waived in order to permit filing of said depositions on any date during which hearing in Dockets 9194 and 9548 may be in session during week beginning Feb. 13, 1950.

WDZ Decatur, Ill.—Granted petition for authority to amend application so as to modify DA pattern in certain respects for proposed operation of station WDZ during both daytime and nighttime hours.

WHGB Harrisburg, Pa.—Granted petition for leave to amend application for purpose of correcting a drafting error which had been made in plotting horizontal plane pattern and in order to permit filing of tabulation of fields from DA arrays to be employed.

(By Examiner Elizabeth C. Smith)

KVLH Bcstg. Co., Pauls Valley, Okla.—Granted further continued hearing from Feb. 3, at Washington, D. C. to Feb. 27, 1950.

Olney Bcstg. Co., Olney, Tex.—Dismissed further continued hearing in Docket 9072.

WBRK Pittsfield, Mass.—Granted further continued hearing from Feb. 8, at Washington, D. C., to April 7, 1950.

(By Examiner Leo Resnick)

M. R. Lankford, Princeton, Ind.—Granted continued hearing from Feb. 13, to April 24, 1950 in Docket 9520.

WINS New York—Granted continued hearing now scheduled for Feb. 6, 1950, in Washington, D. C.; hearing continued indefinitely.

A. H. Kovlan and J. D. Sinyard, Athens, Ohio—Granted leave to amend application to 1540 kc, 1 kw D only in lieu of 1010 kc 250 w D only, and for removal of application from hearing docket, as amended.

WMIE Miami, Fla.—Granted petition of Sun Coast Bcstg. Corp. for continued hearing from Feb. 14 to April 11, 1950, at Miami, Fla.

(By Examiner J. Cunningham)

FCC General Counsel—Granted extension from 1-26 to 2-27-50 for filing proposed findings in proceeding re Tri-State Bcstg. Co., WCPM Middlesboro, Ky.

(By Examiner J. Fred Johnson Jr.)

Carl F. Kneierim, Grand Coulee, Wash.—Granted leave to amend application so as to specify 1400 kc in lieu of 1240 kc and for removal from hearing.

(Continued on page 119)

LAMB CANDIDACY

Won't Enter Senate Race

EDWARD LAMB, president of WTOD Toledo, WTVN (TV) Columbus (both Ohio) and WICU (TV) Erie, Pa., announced Jan. 27 that he would not be a candidate for the Democratic Senatorial nomination in Ohio during the 1950 election. He gave "pressure of professional, business and personal affairs" as the reason.

Mr. Lamb, who also is publisher of the *Erie Dispatch*, licensee of WICU (TV), reportedly had been in the running for the nomination as opposition to Sen. Robert Taft (R-Ohio). WTVN is licensed to Picture Waves Inc., WTOD (and its FM affiliate, WTRT) to Unity Corp. Inc.

McIVER SHOW

WMAW Sets Three Sponsors

MRS. STEPHENS McIVER, who joined WMAW Milwaukee past fortnight after 18 years with WTMJ Milwaukee as "Nancy Grey," revealed Jan. 26 in Chicago that she has three sponsors lined up for her new five-weekly show starting March 9. Sponsors are Coplin Furrier, Badger Paint Co. and Doering Motors, all Milwaukee.

Mrs. McIver stopped in Chicago, driving a new sedan, property of Doering Motors, on which her new program is gaily advertised, before proceeding to southeastern

Mrs. McIver and Jack Bundy, WMAW general manager, inspect the Magnecorder which she will use to record her new show.

* * *

states where she will tape-record a series of interviews, complete with commercial lead-ins. She will air-special the tapes weekly to WMAW from where her half-hour show (Mon. through Fri., 12:30 to 1 p.m.) will originate.

After making recordings in South Carolina, Georgia and Florida, Mrs. McIver will head west covering Texas and California before returning to "live" broadcasts from Milwaukee in May. Already on her itinerary are the U. of Georgia, Florida's Everglade Club, Roney Plaza Hotel, Houston's Shamrock Hotel, San Francisco's famous waterfront establishments and the homes of Actor Vincent Price and Columnist Hedda Hopper in Hollywood.

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STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo

CONSULTING RADIO ENGINEERS

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RADIO ENGINEERS
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Commercial Radio Equip. Co.
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26 Years' Experience in Radio Engineering
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Washington 4, D. C.
National 7757

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1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

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CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4-4400
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REpublic 7236

WELDON & CARR
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DALLAS, TEXAS
1728 Wood St. Riverside 3611
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E. C. PAGE
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BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

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WASHINGTON 6, D. C.
MICHIGAN 2261
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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced combination commercial manager-salesman. Must be aggressive and willing to work. 5,000 watt network affiliate in excellent midwestern market. No floaters. Send complete information to Box 15E, BROADCASTING.

Salesmen

Immediate opening experienced salesman. Past earnings over $400.00 a month. Small town, one station market, north central area. Car necessary. Box 644D, BROADCASTING.

Salesmen wanted by New England 1000 watt station in city of 165,000. Excellent opportunities for experienced radio salesmen. Substantial base salary and commissions. Write Box 912D, BROADCASTING.

Dominant radio station in primary southwestern market with TV companion station, has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 987D, BROADCASTING.

$12,000 yearly potential plus real opportunity in future for experienced time salesman. Good guarantee until commission sales firmly established. Good account lists and strong sales backing. Established station in large central-southeastern market. Submit photograph, complete personal and business background, monthly and yearly run business records. Personal and business recommendations. Reply confidential. Box 18E, BROADCASTING.

5000 watt CBS station in nation's 25th market seeks hard-working local salesman. Potential for ambitious man able to sell intelligently to direct and agency accounts. Send all information first letter. Must be available for personal interview. Five years radio selling experience required. KCBQ, San Diego.

Experienced salesman for a progressive 250 watt Mutual affiliate. Recently reorganized. Good opportunity for advancement. Applicants must be well versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commission paid in the industry. One of best markets in Texas. Give full particulars and photo in first letter. Write G. C. Hoffman, KSET, El Paso, Texas.

Salesman wanted, 24 hour independent needs experienced salesman. Good proposition for right man. Contact Don Lynch, Commercial Manager, WHHM, Sterick Bldg., Memphis, Tennessee.

Announcers

Combination man with small regional station in eastern Pennsylvania. Salary —$60. Write full information giving education and experience. Good voice and good education necessary—experience not too important. Box 8E, BROADCASTING.

First class announcer with first class ticket wanted immediately. $250 start, send full particulars and disc with first letter to KHOZ in Harrison, Arkansas.

Personality man. Need top disc jockey who can build audience and keep it. We are willing to pay for ability. Write Allan Curnutt, KICM, Mason City, Iowa.

Announcer, vet. Low, mature voice. Send audition disc, photo. If wish disc returned, include postage. WAND, Canton, Ohio.

Technical

Successful established Hawaiian station has good proposition for experienced combination man capable of becoming chief engineer. Airmail details to KMVI, Wailuku, Maui, T. H.

Help Wanted (Cont'd)

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Situations Wanted

Managerial

Successful young manager with 15 years experience desires change. Married. Sober. Civic minded. Strong on sales. And local programming. Announce. Sell. Work. Box 906D, BROADCASTING.

Hard selling, cost-conscious, ambitious and experienced manager your best bet for greater quality with lower overhead. Have successful management record in marginal market. 13 years in radio. Young, married, sober. Box 984D, BROADCASTING.

Salesmen

Experienced salesman, young, aggressive family man with excellent record desires employment preferably in south. Present employer will recommend and knows of this ad. Address Box 993D, BROADCASTING.

Sales manager or salesman for alert operation. Aggressive, capable, personable. Experienced all phases radio (sales, production, announcing). Know business. Can produce sales and satisfy advertisers. Prefer west coast, consider others. Young, single. Box 944D, BROADCASTING.

Successful salesman wants top-rate station. University graduate. Three years advertising. Young. Sober. Three years AM radio. 1000 kw, 5000 kw, 50,000 kw. References. East preferred. Box 979D, Broadcasting.

Young, family man with good radio sales background in tough competitive market. Know what it is to sell, merchandise and renew an idea. Also university grad with newspaper experience. Box 989D, BROADCASTING.

University graduate, ambitious, dynamic, experienced, sales success, desires position in radio sales. Prefer challenging opportunity in good market with topflight, progressive station. Presently employed, proven ability, seeking better future. East. Box 16E, BROADCASTING.

Announcers

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.

Sportscaster, announcer, thoroughly experienced. Top play-by-play. Major league baseball scout. Presently sports director Michigan 1 kw. Desires warmer climate, baseball. Top references. Box 847D, BROADCASTING.

Exceptional calibre, deep voice, ten years radio veteran hillbilly disc jockey, announcer, newsman, sober happy family man 30, dependable, seeks good job progressive station. Can make money and pull listeners. Box 27E, BROADCASTING.

Situations Wanted (Cont'd)

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Box 907D, BROADCASTING.

Experienced announcer. Tops in commercials, news and drama. Will accept position anywhere. Married. Salary secondary. Box 909D, BROADCASTING.

Baseball broadcaster available. Five years experience in major market. References. Box 938D, BROADCASTING.

Qualified. Experienced staff, play-by-play basketball, baseball. Young, married. Box 948D, BROADCASTING.

Sportscaster. Four years staff announcer. Good sound baseball, football, basketball knowledge. Desires play-by-play, opportunity. Young, single, versatile. College degree. Now employed. Disc, photo, details on request. Box 976D, BROADCASTING.

Announcer — continuity, news, writer experienced. Excellent references. Presently employed eastern network station. Box 977D, BROADCASTING.

Announcer or copywriter. Indie and net experience. Available now. Box 981D, BROADCASTING.

Eastern metropolitan announcer seeks change to quality station of at least 5000 watts. University graduate. Thorough knowledge classical, semi-classical music. Additional emphasis news, commercials, special events, writing with general staff. Independent and network affiliate experience. State salary. Box 983D, BROADCASTING.

Topflight sportscaster-announcer. 7 years experience play-by-play. Sponsors included Atlantic Refining, Pepsi Cola, Tidewater Co. Desires permanent location, Miami, Florida area. Currently employed, Chief announcer, sports director. Thrive on competition. Will sell anything in sports line. Box 985D, BROADCASTING.

Available. Experienced combo-man with program ideas. Experienced announcer. Dependable, hard worker have car and will travel. Box 986D, BROADCASTING.

Announcer, all-round man. 5 years experience in all phases. Radio, including announcing, acting, newscasting editing, narration. If you have opening I can fill it. Box 990D, BROADCASTING.

Announcer, 7 years experience including sports, especially strong on newscasting. Operates console. Desires midwest position. Write Box 991D, BROADCASTING.

Let me start with you. AFRS, Northwestern speech degree, radio major. Heavy on news, sports. DJ. 28. Single, will travel. Disc, photo, resume. Box 992D, BROADCASTING.

Combination man, announcer-operator. Trained all phases radio broadcasting. Prefer midwest, can do sports. Box 994D, BROADCASTING. MI 4971, Washington, D. C.

Combination man, announcer, copywriter-engineer. First class ticket in near future. S. J. Hepburn, Georgia 1763, Washington, D. C. Box 995D, BROADCASTING.

Combination man, a good voice with emphasis on announcing. Experience limited, but willing to learn. Salary secondary. Box 996D, BROADCASTING.

Top caliber newscaster wants to settle east of Mississippi, north of Mason-Dixon. Can do excellent job on sports. Am now program-director in small operation. All-round experience. Box 997D, BROADCASTING.

Announcer, lots of ambition, little experience. 7 months schooling, 2 months fill in announcing. Interested in getting started. What have you? Box 998D, BROADCASTING.

Play-by-play expert. 6 years prestige experience. Excellent voice. Well educated. Interested only in a position which includes opportunity to do baseball and football. Can furnish disc and competent recommendation of ability and results in present position. Box 999D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 4 years of staff experience college graduate, married, 25. Prefer midwest and east. Box 4E, BROADCASTING.

Sports, 4 years of play-by-play, would like a heavy sports schedule year around. Married, 25. Box 5E, BROADCASTING.

Announcer, young, married, conscientious, three years experience, desires position, progressive station. Good voice, pleasing personality. Production director, leading University. M.C., fast-selling barn dance, leading southern market. Deejay, news sports, commercials, operate console, remote, recorders. Can write and sell. Emphasis, ambition; not salary. Will travel. Box 6E, BROADCASTING.

Experienced disc jockey, newscaster, continuity writer and commercial announcer would like to apply his versatility in small, progressive station. Excellent references. All inquiries carefully considered. Box 9E, BROADCASTING.

Will graduate June from Northwestern. Radio - English - interpretation major. Announce, write scripts/continuity. Sell time. Married. Settle anywhere. 24. Box 11E, BROADCASTING.

Wide awake morning man. Witty, dependable. Combination, ticket, married, employed. 8 successful years. $80. Box 12E, BROADCASTING.

Sports announcer desires position for coming baseball season. Experienced AA baseball, SEC football and basketball in 1949. Now employed, desires change, best references, top play-by-play man with ticker games. Box 13E, BROADCASTING.

Experienced combination man. Desire permanent location. Married, car. Box 17E, BROADCASTING.

Veteran announcer with 10 solid years of experience would like to make a change. 5 years with 50 kw and CBS network. 30 and married, father of 2 children. Presently employed in Texas but would like to leave. Would like job with another 50 kw but would consider your offer. Send reply. Box 22E, BROADCASTING.

Please read. Well trained man wants start. Strong news commercials. D. J., also TV graduate. Theatre background. Married. References. Box 23E, BROADCASTING.

Announcer, tops in hillbilly, western shows. Excellent adlib, play-by-play. Have car, can sell. Will come for personal audition. Three years professional lecturing. Graduate radio school. Best references. Jim Dowdy, 109 S. Kedzie, Chicago, Phone Van Buren 6-6284.

Announcer. 2 years staff experience, also writer-director sustaining dramatic series. Disc, photo, ref. etc. on request. R. W. Dowling, 7115 37th St., Jackson Hts., L. I., N. Y.

Announcer, 31, single, Experienced. Can handle board. Deep, resonant voice. Will travel. Disc available. John Gregg, 2340 S. Drake Ave., Chicago, Ill. Bishop 7-8247.

News—Play-by-play sports announcer, exception club organizer. Will go anywhere. Krapf, 245 Virginia Ave., Cumberland, Maryland.

Two newscasters. To work as team. Will handle complete news coverage and special events for each entire broadcast day. Can organize and develop complete newsroom and facilities by doing compiling, editing, writing and newscasting. Both married. Want to settle and develop. Write, wire, "Newscasters", 1222-A Oak, Kansas City, Missouri.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Experienced announcer, work board, disc, news, personality shows. Want permanent opportunity. Age 23. Single, Bob Troner, 83-20 Broadway, Elmhurst, L. I.

Yes, I'm particular—will work for a station if there is a chance for advancement. Not a floater. Not a clock watcher. Am a good announcer. Can run any control board. 22 years old. Unique disc jockey show. Experienced, in other words gentlemen am available, have tuxedo and will travel. If you want an announcer who can do the job and is willing to stay with a growing station, I'm your man. Prompt reply. Bob Sweeney, 2039 Batchelder Street, Brooklyn 29, New York. Dewey 2-8779.

Situations Wanted (Cont'd)

Versatile sportscaster and announcer, age 22. 2 years experience, available immediately. Baseball, football and basketball play-by-play. Previously employed at two New York State ABC affiliates as a staff announcer and sports director. Will travel. Write Ben Turnbull, Route 2, Gouverneur, New York.

Sportscaster, experienced; play-by-play all sports. DJ, newscaster. Jack Wilkerson, 22629 Cherry Hill, Dearborn, Michigan.

Technical

Chief, engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 836D, BROADCASTING.

Versatile engineer, experienced, wants position in college town. Presently employed. Box 837D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Engineer, 1st phone. Experience 5 kw AM, 3 kw FM transmitter operation, control board, remote broadcasts. Single, car, N. Y. state or vicinity. Box 950D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer north eastern state. Available on two weeks notice. Box 966D, BROADCASTING.

Engineer, 2 years broadcast, 3 years army radar experience. Graduate R.C.A. Institutes. Presently employed. Box 848D, BROADCASTING.

Experienced combination engineer-announcer with good voice and also strong on engineering, desires position with progressive station in southeast. State salary. Box 1E, BROADCASTING.

Experienced chief engineer. Some announcing, news, play-by-play. Sober, reliable. Excellent references. Automobile. Available immediately. Consider any permanent job south or southwest. Box 3E, BROADCASTING.

Engineer, first phone, no broadcast experience, but willing to learn and will travel. Box 7E, BROADCASTING.

Engineer, first phone, 2nd telegraph, ham operator, RCA graduate. No actual experience. Will travel. Available immediately. Box 19E, BROADCASTING.

Engineer available immediately, 7 months broadcast experience, 1 kw transmitter. Desire position radio or TV. Station 600 mile radius New York City. Single, 28, car, school and Signal Corp background. Box 24E, BROADCASTING.

Experienced first class radio operator. Currently with 20 kw New York City FM station. References from same. Will travel. Box 25E, BROADCASTING.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Engineer, first phone, no broadcast experience, looking for that first break, vet married, age 31. Car and willing to travel. G. Elliott, 45-06 39th Place, Long Island City.

Engineer, have first phone license with two years experience, seeks engineering position with station. Single, age 23, available immediately, will travel. James Ellzey, Route 4, Tylertown, Miss.

Combination man—first class on announcing, engineering, writing. Capable of handling program director and chief engineer simultaneously. At present, chief engineer of independent station working 12 hours a day, 7 days a week. Ben Greenhaw, Chief Engineer, KNOG, Nogales, Arizona.

Engineer, 1st class license, 2 years experience AM-FM some TV, married, car. Prefer dry climate. Graduate Valparaiso Technical Inst. U. S. Navy. K. C. Kuespert, WSBT, South Bend, Indiana.

Situations Wanted (Cont'd)

Young man wants transmitter maintenance or installation work. Holds first class radio telephone license. Phone 76. L. E. Parman, Elgin, Kansas.

First phone license. Vet 23, will travel anywhere in U. S. John Schaefer, 200 Calyer St., Brooklyn 22, N. Y.

Combination engineer-announcer seeks position with radio station, midwest preferred. Have few weeks experience with a small station as relief operator. Married, best reference. Write or wire Sam Seldon, 111 Center Street, Sioux City, Iowa.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Program director, sports announcer play-by-play and special events. Experienced in all phases of radio station operation. Box 946D, BROADCASTING.

Women's program director, commentator. Over four years experience commercial, educational, personality programs; liaison, continuity. Expert interviewer with good voice and fluent ad-lib. Versatile, creative, resourceful. Can build effective programs that sell sponsors and self to large audience. Equipped for all phases radio with station following vigorous policies and permitting full use professional resources with promise of sound future. Excellent background, references. Box 947D, BROADCASTING.

Young woman graduate of accredited university school of journalism, with 2 years newspaper experience and 5 months as radio continuity editor desires writing job in radio station or advertising agency in midwest. Box 978D, BROADCASTING.

Program director, producer. 17 year background in radio and theatre. Presently employed by 1 kw independent as program director, newscaster, special events man, baseball play-by-play. Minimum salary $90. Box 988D, BROADCASTING.

Young lady with experience to handle women's programs. Good copywriter. Disc available. Box 10E, BROADCASTING.

Need a copywriter or a program director with ideas? Try me. Presently employed, network affiliate. Box 14E, BROADCASTING.

Experienced, mature, program director, copywriter, announcer, any one or combination. Seek permanent position. All letters answered. Box 21E, BROADCASTING.

Television

Salesmen

Smart salesman wants to leave sinking radio for future in TV. College graduate. Three years AM radio. 1000 kw, 50,000 kw. Good sales record. Young. References. Box 980D, BROADCASTING.

For Sale

Equipment, etc.

Make offer FM 10 kw small transmitter, WE 506 B-2 new, never uncrated, cancelled construction permit. H. Edwin Kennedy, WILM, Wilmington, Del.

Complete WE109 reproducer groups. Includes 2 arms, 4 heads, 2 equalizers, 2 transformers. All in satisfactory operating condition. Cost $616 new. Will take $200 cash. Wire or write KFSA, Fort Smith, Arkansas.

For Sale (Cont'd)

Available soon—A five kilowatt broadcast transmitter with amazing reduction in tube complement price and 3 kw hours less power consumption. Watch the February 13th issue of BROADCASTING Magazine.

WE 503B2 1 kw FM transmitter, 54A 4 bay cloverleaf antenna, Hewlett-Packard 335B FM monitor, RCA 70D turntable, RCA 76B2 console. All half price or less. WAGE, Chief Engineer, Loew Bldg., Syracuse, N. Y.

For sale—Western Electric 2-A phase monitor. Excellent condition. $200. WPTF, Raleigh, N. C.

Wanted to Buy

Stations

Seek profitable station working partnership. Will invest $10,000. 20 years experience. Box 26E, BROADCASTING.

Equipment, etc.

Wanted—Used FM 250 w or 1 kw transmitter and other required installation equipment. Quote price. Box 975D, BROADCASTING.

Wanted — Commercial field strength meter, must be reasonable. Box 2E, BROADCASTING.

Wanted for AM station — frequency monitor, modulation monitor, turntables, consoles, $\frac{7}{8}$ coaxial cable, limiting amplifier, 205 ft. tower and lights. Box 248, Sutherland, Nebraska.

Wanted—A five kilowatt broadcast transmitter that does not break us up to buy tubes and must not consume over 18.5 kw from the power line. Must be identical to the new Gates BC-5B which will be announced in the February 13th issue of BROADCASTING Magazine.

Miscellaneous

We offer, frequency measuring service commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Situation Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

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Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

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Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

For Sale

Equipment

BROADCASTERS
ATTENTION!
FOR SALE
2 Lehigh Towers
325 feet high
Complete with lighting
Just painted
and
a 5000-1000 watt
TRANSMITTER
well known make
complete with spare
parts and tubes
presently in operation
19 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget

Write Box 20E
BROADCASTING

School

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

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CITY ZONE STATE

YEARBOOK Special

ROSEY'S NEW SUCCESS

WJAS Sportscaster Is Hit on Morning Show

WITH all the grace and coordination of the big league stars whose performances he has so often described, A. K. (Rosey) Rosewell is now threatening to smash radio's best batting averages with his new morning show, *Rosey Bits*, on WJAS Pittsburgh.

Rosey, whose WJAS broadcasts of the Pittsburgh Pirates games earned him one of the highest Hoopers of any broadcaster handling baseball, is featured in an hour-long show mainly compounded of his original poetry, with music by Lee Kelton's band.

WJAS reports that by far the biggest chunk of fan mail is for the man who introduced to Pirates fans unusual baseball phrases like "dipsey doodle," "open the window, Aunt Minnie" and "put 'em on and take 'em off." His listeners number many of long standing including 3,000 shut-ins in Pittsburgh homes and hospitals who have been listening to him ever since he began broadcasting some of his original poetry in the home-made crystal set days.

The big mail pull, however, is from the "lady of the house," for whose ear both Rosey and WJAS officials worked out the show.

Just before his new program opened, a group of civic, educational, professional and religious leaders in Pittsburgh gave Rosey a big send-off at the William Penn Hotel. Typical of the guests were Baseball Commissioner A. B. Chandler and former New Jersey Governor Harold G. Hoffman, for whom Rosey campaigned in 1926.

"But the new program doesn't drag in baseball by the hair," Rosey claims." There's enough going on around this town now—new building, new ideas, and new shows—to provide lots of radio copy. I'm kind of glad, just the same, that I got a lot of poetry off my chest in the early days—it comes in pretty handy right now on the new WJAS show."

ADAM J. YOUNG

Reveals New Realignment

EXPANSION of Adam J. Young Jr. Inc., station representative, has caused departmental realignment, President Adam J. Young Jr. told the recent annual meeting of the firm's board of directors.

Chief adjustments were in the Canadian department. There, in keeping with the company policy of maintaining separate sales departments for each operation, it has assigned John Carter, long with the U. S. AM department, as assistant to Director Tom F. Malone in New York-Canadian sales.

Part of the increased Canadian business is due to the company's work for the newly-formed Trans-Quebec Network, which will provide coverage via CKAC Montreal, CHRC Quebec City and KCRS Jonquiere as basic stations and CHMC New Carlisle, CKBL Matane and CFJB Riviere-Du-Loop, as affiliates.

NAB SERIES

Offers Concerts on Tape

A SERIES of 13 hour-long recorded concerts by 13 leading orchestras of Europe will be made available to U. S. stations free, the Unaffiliated Stations Committee of the NAB has announced.

The special series will be tape-recorded in Europe under auspices of the ECA and will begin in April. Stations desiring to use the programs may obtain information from Ted Cott, vice president of WNEW New York and chairman of the NAB Unaffiliated Stations Committee.

Each of the transcriptions will include a five-minute intermission commentary on Marshall Plan activity by Bill Murray, commentator for the Armed Forces Radio Service in Europe.

Transcriptions with commentary in Italian and other foreign languages also will be made available. Arnold Hartley, vice president of WOV New York and chairman of the foreign language subcommittee of NAB, was associated with Mr. Cott in the development of the series.

'MASTER INDEX'

Electronics Volume Issued

1947-1948 ELECTRONIC ENGINEERING MASTER INDEX. Edited by John F. Rider. New York: Electronics Research Publishing Co. Inc. 339 pp. $19.50.

THIS volume, third in a series, is a subject index to the contents of electronic and allied engineering publications printed throughout the world from January 1947 through December 1948.

Edited by John F. Rider and containing more than 18,000 new entries, the *Master Index* lists almost three times the number of publications listed in previous volumes. Among these publications are more than 230 of the major international scientific magazines, journals and proceedings, resulting in a comprehensive bibliography of the electronic and allied engineering arts.

WCAU Contracts

WCAU Philadelphia reports a greater volume of radio contracts on hand than at any other time in its 27-year history, according to Donald W. Thornburgh, president of WCAU-AM-FM-TV. New business in the latter part of 1949 and the first weeks of 1950 brought the outlet 15 contracts. Sponsorships of individual programs, participations and spot announcements total 1,190 accounts, he said.

NARSR COUNCILS

Hasbrook, Rhodes Elected

DICK HASBROOK of Avery-Knodel was elected chairman of the Los Angeles Council of the National Assn. of Radio Station Representatives Jan. 26. He succeeds Lincoln Simonds of Weed & Co.

Ray Rhodes of Paul H. Raymer Co. was elected chairman of the San Francisco Council Jan. 19, succeeding Lindsey Spight of John Blair & Co.

The announcements were made by T. F. Flanagan, NARSR managing director, who also said the San Francisco and Los Angeles councils are joining in arranging an award for spot radio campaigns. Purpose of the award, he said, is to promote the best use of spot radio on the West Coast.

MRS. JANE PRALL DIES

Widow of Ex-FCC Chairman

MRS. JANE B. PRALL, 78, widow of Anning S. Prall, former FCC Chairman, died Jan. 28 at her home, 160 College Ave., Westerleigh, Staten Island. Mr. Prall served on the FCC from June 1935 until his death in July 1937.

Mrs. Prall formerly was vice president of the Federation of Women's Clubs of New York City, past president of the Port Richmond Women's Club and a founder and member of the Staten Island Better Films Council. Surviving are a son, Bryan W. Prall, and two sisters, Mrs. Margaret B. Knox and Mrs. Sadie A. Hall, all of Staten Island.

WCSS Amsterdam, N. Y., adds *Family Theatre* series to its schedule of transcribed programs.

HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and Inclosed Solaria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the
FAMOUS FIESTA LOUNGE
RENOWNED FOR FINE FOOD

OPEN ALL YEAR
Under Ownership Management
Exclusive Penna. Ave. and Boardwalk

Upcoming

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 6-9: CAB board of directors, King Edward Hotel, Toronto.
Feb. 9-10: CBC board of governors meeting, Ottawa.
Feb. 10-11: CBC board of governors meeting, Royal York Hotel, Toronto.
Feb. 14: Sports Broadcasters Assn. dinner, Hotel Park Sheraton, New York.
Feb. 15-17: Radio Mfrs. Assn. meeting, Stevens Hotel, Chicago.
Feb. 17: California State Broadcasters Assn. annual business meeting, Roosevelt Hotel, Hollywood.
Feb. 20-24: Hearing on radio frequency allocations assignments, House Interstate & Foreign Commerce communications subcommittee, Washington.
Feb. 23: Illinois Broadcasters Assn., Springfield, Ill.
Feb. 23-24: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.
Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
March 1: Premiere of All-Radio film, Waldorf-Astoria Hotel, New York.
March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.
March 3-4: Western Radio-Television third annual conference, Seattle, Wash.
March 5: Radio and Television Award Dinner, New York.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.
March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.
March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.
March 29-31: ANA convention, Homestead, Hot Springs, Va.
March 30-April 1: AAAA 1950 convention, Greenbriar, White Sulpher Springs, W. Va
March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.
May 4-7: Institute for Education by Radio, Columbus, Ohio.
May 9-11: IRE-AIEE-RMA Conference, Washington.
May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

ANTI-TRUST LAWS

Harsher Penalties Asked

PENALTIES for violations of the Clayton and Sherman anti-trust laws should be raised appreciably above present levels, officials of the Justice Dept. and Federal Trade Commission told a House Judiciary monopoly subcommittee last Wednesday.

Herbert Bergson, assistant attorney general, Justice Dept. Anti-Trust Division, and James W. Cassedy, associate general counsel of FTC, told members the present $5,000 fine was outmoded, and placed their support behind legislation (HR 6679) by Rep. Francis Walter (D-Pa.) to raise the amount to $50,000 to discourage potential anti-trust offenders. Mr. Bergson said the Justice Dept. did not favor the top figure as "mandatory" but only as a maximum fine which it could impose.

BOGGS ELECTED

WMCA Board Member, V.P.

NORMAN BOGGS, for the past year general manager of WMCA New York, last Thursday was elected vice president and a member of the board. He has been with the station since Feb. 14, 1949. Before that he was president and general manager of WLOL Minneapolis and prior to that he was with WGN Chicago as general sales manager and director of its New York office.

Mr. Boggs

Helen S. Straus, vice president, also was elected to the board of directors. The two vacancies on the board were created by the recent resignations of Irving L. Straus and R. Peter Straus, sons of Nathan Straus, president of the station.

Irving Straus, an account executive, is now in business for himself, while his brother, R. Peter, previously director of special events, has joined the International Labor Organization at Geneva, Switzerland.

CBC SESSION

Governors To Meet at Toronto

FIRST CBC board of governors meeting to be held at Toronto for many years, is being held at Royal York Hotel, Toronto, Feb. 10-11, with several applicants for new AM licenses to be heard, as well as new regulations regarding bingo games by radio. The CBC board will consider passing a regulation against the broadcasting of bingo and similar games and will hear representations at its public hearings Feb. 10.

New AM stations are being requested by Pierre Brisson for 1 kw on 1380 kc at Victoriaville, Que., and by Gibson Bros. Ltd., for 250 on 1230 kc at North Vancouver. CJSH-FM Hamilton, has application in for increase in power from 745 w on 102.9 mc. to 9,200 w on same frequency. A number of stations are requesting permission for share transfers.

Canada's Hearings

ROYAL Commission on Arts, Letters and Sciences which is holding hearings currently throughout eastern Canada on broadcasting and radio control, is expected to have its report ready for submission to Parliament at Ottawa sometime this fall. Commission is headed by Hon. Vincent Massey, one-time Canadian ambassador to Washington. Hearings have been completed in western and central Canada, are now being conducted in the Atlantic coast provinces, and final hearings will be held at Ottawa this spring. Commission's report will set policy for radio and television in Canada for at least a generation.

FCC Actions

(Continued from page 114)

Decisions Cont.:

BY THE SECRETARY

The Northern Colorado Bcstg. Co., Area Fort Collins, Col.—Granted license for new remote pickup KA-5317.

J. F. Tighe, Area Porterville, Calif.—Granted CP for new remote pickup KA-5625.

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—Granted CP for new remote pickup KA-2479.

Blue Ridge Bcstg. Co., Area Gainesville, Ga.—Granted CP for new remote pickup KA-3948.

Middlesex Bcstg. Corp., Area Cambridge, Mass.—Granted CP for new remote pickup KA-5627.

KCKN Bcstg. Co., Area Kansas City, Kan.—Granted CP and license for new remote pickup KA-5626.

American Bcstg. Co Inc., Area New York—Granted mod. CP to change frequencies to 152.75, 152.99, 153.47 mcs. and change power to 30 w and change equipment KA-5106.

WNLC-FM New London, Conn.—Granted CP for extension of completion date to 8-18-50.

Following granted mod. CPs for extension of completion dates as shown: WGGH Greenwich, Conn., to 8-8-50; KCRK Cedar Rapids, Ia., to 8-18-50; KSBR San Bruno, Calif., to 8-15-50; WIOD-FM Miami, Fla., to 8-22-50; WAGA-FM Atlanta, Ga., to 8-12-50; WPKY Princeton, Ky., to 3-15-50.

WDAY Fargo, N. D.—Granted license covering installation of new trans.

General Electric Co., Schenectady, N. Y.—Granted CP for new experimental TV relay KEA-99.

KCRV Caruthersville, Mo.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WOR-TV New York—Granted mod. CP for extension of completion date to 8-15-50.

WAGA-TV Atlanta, Ga.—Granted mod. CP for extension of completion date to 8-28-50.

WLWT Cincinnati—Granted mod. CP for extension of completion date to 9-4-50.

Scripps-Howard Radio Inc., Cincinnati—Granted license for new experimental TV relay KA-4883.

WABG Greenwood, Miss.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WDEL-TV Wilmington, Del.—Granted mod. CP for extension of completion date to 8-23-50.

The Master Bcstg. Co., Rio Piedras, P. R.—Granted license for new remote pickup KA-4917.

Peninsular Bcstg. Corp., Area Coral Gables, Fla.—Granted license for new remote pickup KA-5126.

KLON Long Beach, Calif.—Granted license new non-commercial educational FM station (88.1 mc) Chan. 201; 10 w.

WEBR Buffalo, N. Y.—Granted license for new FM station; (96.9 mc) Ch. 245; 9.4 kw; 340 ft.

WIKB Iron River, Mich.—Granted license new AM station; 1230 kc, 250 w unl.

General Teleradio Inc. (formerly Bamberger Bcstg. Service, Inc.) New York — Granted mod. of license to change frequencies to 26.17, 26.27, 26.37, 26.13, 26.47 mc, for KA-4610-11-12.

KENM Portales, N. M.—Granted mod. CP to change type trans. and make changes in ground system.

WHWC Madison, Wis.—Granted mod. CP to change type of trans. and make changes in ant.

WKLK Cloquet, Minn.—Granted mod. CP for approval of ant., trans. and studio location and change type trans.

Mid-Continent Bcstg. Co., Omaha, Neb.—Granted CP for new remote pickup KAA-991.

WAAF-FM Chicago—Granted mod. CP for extension of completion date to 7-14-50.

WJBY-FM Gadsden, Ala.—Granted mod. CP for extension of completion date to 8-15-50.

WLPM-FM Suffolk, Va.—Granted mod. CP for extension of completion date to 6-28-50.

WJAR-FM Providence, R. I.—Granted license new FM station; Chan. 238 (95.5 mc) 14 kw, 575 ft.

WDUQ Pittsburgh, Pa.—Granted license for changes in existing noncommercial educational FM station; Ch. 218 (91.5mc) 2.75 kw, minus 5 ft.

WBEH New Orleans—Granted license for new noncommercial FM station; Ch. 207; (89.3 mc) 10 w.

KWAT Watertown, S. D.—Granted license covering change in frequency, increase in power, install new trans. and DA-N and change trans. location.

KGCK Sidney, Mont.—Granted license covering change in power and install DA-N.

KFPW Fort Smith, Ark.—Granted license covering change in frequency.

WISN Milwaukee, Wis.—Granted license covering changes in trans. equipment and DA.

WPCF Panama City, Fla.—Granted license for new AM station and change studio location. 1400 kc 250 w unl.

KERG Eugene, Ore.—Granted license new AM station; 1280 kc 1 kw DA-N, unl.

KRSN Los Alamos, N. M.—Granted license for new AM station; 1490 kc 250 w unl.

KLAS Las Vegas, Nev.—Granted license to change studio location.

KFVD Los Angeles, Calif.—Granted CP to install new trans.

WVSC Somerset, Pa.—Granted mod. CP for approval of antenna, trans. and studio locations.

KENE Belen, N. M.—Granted mod. CP to change studio location.

KNBH Los Angeles—Granted mod. CP for extension of completion date to 8-15-50.

WOI-TV Ames, Ia.—Granted mod. CP for extension of completion date to 5-15-50.

January 31 Applications . . .

ACCEPTED FOR FILING

License for CP

WCDL Carbondale, Pa.—License to cover CP new AM station.

Modification of CP

KOOK Billings, Mont.—Mod. CP new AM station for extension of completion date.

License for CP

WMVA-FM Martinsville, Va.—License to cover CP new FM station.

KVTT Dallas, Tex.—License for CP new FM noncommercial educational station.

License Renewal

WKRT-FM Cortland, N. Y.—Request for license renewal FM station.

(Continued on page 120)

Florida

Profitable fulltime facility located in one of America's great growth areas.

$75,000.00

Iowa

One of the best potentials in midwest radio—wide coverage—profitable.

$60,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 119)

Applications Cont.:

TENDERED FOR FILING

AM—1010 kc

WSUA Bloomington, Ind.—CP to change from 1010 kc 1 kw D to 1010 kc 500 w D and move from Bloomington to Columbus, Ind. (Contingent on grant of assignment of license of WSUA to Syndicate Theatres Inc.).

AM—1260 kc

KSMI Seminole, Okla.—CP to change from 1260 kc 500 w D to 1260 kc 1 kw unl. DA.

APPLICATION FORFEITED

KBYR Anchorage, Alaska—Aleutian Bcstrs. FORFEITED Jan. 23 application to change from 1240 kc to 1450 kc.

February 1 Decisions . . .

BY COMMISSION EN BANC

Authority Granted

WCLE Clearwater, Fla. — Granted final extension of authority to remain silent to March 1, 1950.

Oral Argument Continued

On petitions filed by NAB and Loew's Inc. continued oral argument in matter of establishment of uniform policy to be followed in licensing of radio stations cases in connection with violation by applicant of laws of U. S. other than Communications Act. of 1934, as amended, from Feb. 13 to April 24. and date before which briefs and appearances must be filed is continued from Feb. 6 to April 10.

Extension Granted

Granted temporary extension of licenses to June 1, 1950, for following commercial TV stations: General Electric Co. WRGB Schenectady, N. Y.; American Bcstg. Co. Inc. WENR-TV Chicago; Columbia Bcstg. System Inc. WCBS-TV New York; National Bcstg. Co. Inc. WNBW and aux. Washington, D. C., and WNBT New York.

February 2 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Brazoria County Broadcasting Co., Freeport, Tex.—Designated for hearing in Washington, application for new station on 1460 kc 250 w.

KCNA Tucson, Ariz.—Designated for hearing in Washington April 20 application to change facilities of KCNA from 1340 kc 250 w unl. to 580 kc, 5 kw-D 1 kw-N install new trans. change trans. location and install DA-2.

KMMO Marshall, Mo.—Designated for hearing application for mod. of license to increase hours of operation of KMMO from D to unl. using 100 w-N with non-directional ant. on 1300 kc 500 w-D and made KGLO Mason City, Iowa and WJDX Jackson, Miss., parties to proceeding. Hearing to be held in Washington April 21.

Petition Denied

KWCO Chickasha, Okla. — Denied petition of KWCO to sever from consolidated proceeding and grant application for unl. time on 1560 kc, 250 w.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,100	2,062	184		311	271
FM Stations	732	490	279	*6	49	28
TV Stations	99	32	79		350	182

*Four on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Texas Star Bcstg. Co., Dallas, and KTRH Houston, Tex.—Announced final decision granting application of Texas Star for new station on 740 kc, 10 kw day, 5 kw night, directional, and denying bid of KTRH (now operating on 740 kc with 50 kw using directional day and night) for permit to change daytime directional. Proposed decision issued last May [BROADCASTING, May 23, 1949]. Decision Feb. 2.

Belle City Bcstg. Co., Racine, Wis., and Metropolitan Bcstg. Co., Milwaukee—Announced decision denying as in default application of Metropolitan for new station on 1470 kc with 500 w daytime and granting application of Belle City Bcstg. for new station on 1460 kc with 500 w daytime. Proposed decision issued last fall [BROADCASTING, Oct. 24, 1949]. Decision Feb. 2.

Coast Radio Bcstg. Corp., Los Angeles; Huntington Bcstg. Co., Huntington Park, Calif., and San Gabriel Valley Bcstg., Monrovia, Calif.—Announced final decision to grant application of Coast Radio for new station on 1540 kc with 5 kw day only and to deny bids of Huntington Bcstg. and San Gabriel Valley Bcstg. for same facilities in their respective cities. Proposed decision was last September [BROADCASTING, Oct. 3, 1949]. Decision Feb. 1.

Beer & Koehl, Ashland; Mt. Vernon Bcstg. Co., Mt. Vernon; Zanesville Bcstg. Co., Zanesville, and Mound Bcstg. Corp., Newark, all Ohio—Announced decision granting Beer & Koehl station on 1340 kc with 250 w fulltime and denying competitive bid of Mt. Vernon Bcstg. for same facilities. Adopted separate decision severing from consolidated proceeding and denying applications of Zanesville Bcstg. and Mound Bcstg. for same assignment as they did not protest proposed decision [BROADCASTING, April 25, 1949]. Comr. George E. Sterling dissented in Ashland-Mt. Vernon decision because he considered evidence insufficient to warrant grant deviating from FCC engineerig standards. Decisions Feb. 1.

KXXL Reno, Nev.—Adopted as final, initial decision of Dec. 28, 1949 [BROADCASTING, Jan. 2, p. 59] denying renewal of license to KXXL and dismissed as moot application for assignment of license from Edward Margolis, Frederick W. Kirske and Byron J. Samuel to Chet L. Gonce. Final decision Feb. 1.

WARM Scranton, WBAX Wilkes-Barre, Pa.—Announced decision to grant application to change from 1400 kc 250 w unl. to 590 kc 5 kw unl. DA eng. cond., and denied application of John Stenger to change facilities of WBAX from 1240 kc 250 w unl. to 590 kc 1 kw unl. DA. Final decision Feb. 1.

INITIAL DECISIONS

Belleville, Ill.—Announced initial decision by Examiner Leo Resnick to grant application of "Belleville News-Democrat" for new station on 1260 kc 1 kw unl. DA-N and to deny WTMV East St. Louis, Ill. change of facilities from 1490 kc 250 w unl. to 1260 kc 1 kw unl. DA. Decision Jan. 30.

Olney, Tex.—Announced initial decision by Examiner Elizabeth C. Smith to deny application of Olney Bcstg. Co. for station on 1590 kc 250 w D as in default. Applicant failed to appear at hearing either in person or by counsel. Decision Jan. 30.

Jacksonville, Fla.—Issued initial decision by Examiner Jack P. Blume to grant application of City of Jacksonville for extension of completion date of television station WJAX-TV. See story this issue. Decision Jan. 31.

OPINIONS AND ORDERS

Roy Hofheinz and W. N. Hooper d/b as Louisiana Bcstg. Co., New Orleans; Bayou Bcstg. Co., Baton Rouge, La., and KGBC Galveston, Tex.—By memorandum opinion and order granted petition of Bayou Bcstg. insofar as its requested ruling on each of its exceptions in matter of its application for new station on 1540 kc, 50 kw day, 10 kw-night directional, denied by FCC last May in ruling granting Louisiana Bcstg. 1540 kc directional, 50 kw day, 25 kw night, and KGBC to switch from 1 kw day, to 1 kw day, 250 w-night directional, on 1540 kc [BROADCASTING, May 23, 1949]. Bayou petition denied in that it sought reversal of grant, or reopening of hearing to receive evidence re protection proposed to XENC Celaya, or further argument before Commission en banc. Comrs. Walker and Jones dissented on grounds Texas Star "has not satisfied its burden of proving that the grant to it is warranted despite the great interference to KSEO" Durant, Okla. They preferred grant to KTRH. Comr. Sterling dissented for same reason and further on ground Texas Star did not meet provisions of Sec. 3.24 of rules. Decision Feb. 2.

WCEC Rocky Mount, N. C.—Commission in memorandum opinion and order denied application of Josh L. Horne for SSA to operate WCEC on 810 kc with 1 kw from 5 a.m. until local sunrise in addition to presently authorized hours of operation, and dismissed motion by WGY Schenectady requesting said application be designated for consolidated hearing. Order Feb. 2.

WTNB Birmingham, Ala.—By memorandum opinion and order granted amendment by Thomas N. Beach to cure defective verification of his application for CP. Further ordered that Pilot Bcstg. Corp. is granted permission to file amendment within 30 days showing that it is applicant for CP to change facilities of WTNB. If such amendment is filed application for CP will be set for comparative hearing with mutually exclusive application of Johnston Bcstg. Co. for new station at Birmingham on 850 kc, 5 kw-D, 1 kw-N on issues specified by Commission. Petition for final grants filed by Thomas N. Beach and Johnston Bcstg. were denied. Decision Jan. 27.

WHAT and WTEL Philadelphia, WRAW and WEEU Reading, Pa.—Announced memorandum opinion and order denying petitions by WTEL, WRAW and WEEU for reconsideration of FCC's final decision to abolish share-time arrangement between WHAT and WTEL by assigning 250 w daytime on 860 kc to WTEL and 750 w fulltime on 1340 kc to WHAT [BROADCASTING, Oct. 3, 1949]. Dismissed as moot petitions by WTEL and WRAW seeking stay of effective date for re-assignments and ordered re-assignments shall become effective in 30 days. Ordered Feb. 2.

WHOM Jersey City, N. J.—Granted motion to file brief and participate as amicus curiae, concerning general question of broadcasting of foreign language programs, in oral argument scheduled Feb. 6 in matter of Pilgrim Bcstg. Co. et al, Boston applicants for 950 kc. Ruling Feb. 2.

Order Adopted

WALT Tampa, Fla.—Adopted order amending Commission order of June 8, 1949, designating for hearing application of WALT to enlarge issues.

February 2 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

WCEN Mt. Pleasant, Mich.—CP to change from 1150 kc 500 w D to 1150 kc 1 kw D.

AM—1460 kc

WHGB Harrisburg, Pa.—CP new AM station to change from 1400 kc 250 w unl. to 1460 kc 5 kw unl. DA-N AMENDED to request DA-2.

AM—1320 kc

WRIO Rio Piedras, P. R.—CP new AM station to change from 1140 kc 1 kw-D 500 w-N to 1320 kc 1 kw unl.

License for CP

WGRA Cairo, Ga.—License to cover CP new AM station.

Modification CP

KCHC El Paso, Tex.—Mod. CP AM station to change from 860 kc 500 w D to 860 kc 1 kw D.

Modification CP new FM station for extension of completion date: WASH Washington, D. C.; WKAT-FM Miami Beach, Fla.; WTBO-FM Cumberland, Md.; WOR-FM New York; WTOL Toledo, Ohio.

Renewal of License

KING-FM Seattle, Wash.—Request for license renewal, FM station.

KFI-FM Los Angeles—Mod. CP new FM station to change ERP to 16.8 kw.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WNAC-TV Boston to 6-1-50; KSTP-TV St. Paul, Minn. to 9-16-50.

Non-Docket Actions . . .

AM GRANTS

Moberley, Mo.—Moberley Bcstg. Co. granted new AM station on 1270 kc, 250 w D; estimated cost $12,500. Jerrell A. Shepherd, sole owner, is 40% owner of KXRJ Russellville, Ark. Granted Feb. 2.

Torrington, Wyo.—Joseph P. Ernst granted new AM station on 1490 kc, 250 w unl.; estimated cost $19,450. Mr. Ernst sole owner is also owner of KWOR Worland, Wyo. and KWRL Riverton, Wyo. Granted Feb. 2.

Ely, Nev.—White Pine Bcstg. Co. granted new AM station on 1230 kc 250 w unl.; estimated cost $13,786. David L. Hensen, chief engineer Sevier Valley Bcstg. Co., Richfield, Utah and Dale V. Bradley employe Denver Rio Grande railway are equal partners in company. Granted Feb. 2.

Ukiah, Calif.—Bartley T. Sims granted new AM station on 1400 kc 250 w unl.; estimated cost $15,935. Mr. Sims is vice president, general manager and 10% owner of KXRX San Jose, Calif. Granted Feb. 2.

Moundsville, W. Va.—James D. Sinyard granted new AM station on 1470 kc, 1 kw D; estimated cost $8,420. Mr. Sinyard was at one time 50% owner and general manager WHBO Tampa, Fla. Granted Feb. 2.

Smithfield, N. C.—Selma-Smithfield Bcstg. Co. granted new AM station on 1270 kc 1 kw D; estimated cost $9,145. Co-partners are: J. Fred Horton, owner Horton Lab., dental lab, Wilson, N. C. and John S. Townsend announcer-engineer-traffic manager WGTM Wilson. Granted Feb. 2.

WCAV Norfolk, Va.—Cavalier Bcstg. Corp. granted switch in facilities from 860 kc 1 kw D to 850 kc 1 kw unl. DA-2. Conditions. Granted Feb. 2.

WLOW Norfolk, Va.—Commonwealth Bcstg. Corp. granted switch in facilities from 1410 kc 1 kw D to 1400 kc 250 w unl. and move station to Portsmouth, Va. Denied SSA to operate on 1400 kc, 250 w unl. at present site.

TRANSFER GRANTS

KNOB (FM) Long Beach, Calif.—Granted assignment of license from Cerritos Bcstg. Co. to new partnership of same name and ownership with exception of Walter A. Nelson who sells 20% interest for $3,000. Ownership set up now: Raymond B. Tarian, 43½%; Jay E. Tapp, 33⅓% and John W. Doran 23⅓%. Granted Jan. 31.

KRMG Tulsa, Okla.—Granted acquisition of control in All-Oklahoma Bcstg. Co., permitte, by Sen. Robert S. Kerr (D-Okla.) and Grayce B. Kerr through transfer of stock from minority stockholders. Dean Terril sells all common stock (3.82%) for $420.01 and all his preferred stock (3.47%) for $573.04. W. R. Wallace sells part interest common stock (3.33%) for $366.66 and part of his preferred stock (11.67%) for $1,925. Combined holdings of the Kerrs now equals 59.48%. KRMG is assigned 50 kw-D 10 kw-N on 740 kc, directional. Granted Feb. 2.

Deletions . . .

FOUR FM authorizations were reported deleted by FCC last week. Total

to date this year: AM 3; FM 13; TV, none. Effective dates and reason for withdrawal follow:

WJMX-FM Florence, S. C.—Atlantic Bcstg. Co. Jan. 27 CP. Not financially able at this time to continue with FM in view of recent AM grant. Will reapply.

Following cancelled for failure to prosecute:

WPRN Princeton, Ind. — Princeton Pub. Co. Jan. 26 CP.

WOLS-FM Florence, S. C.—Florence Bcstg. Co. Jan. 26 CP.

WEMB-FM San Juan, P. R. — El Mundo Bcstg. Co. Jan. 26 CP.

New Applications . . .

AM APPLICATIONS

Streator, Ill.—Carl H. Meyer 1430 kc, 250 w daytime. Estimated cost of construction $10,600. Mr. Meyer sole owner has been consulting radio engineer in Chicago since 1940. He is radio engineer for WFJS (FM) Freeport, Ill. Filed Jan. 31.

Boone, N. C.—Wilkes Broadcasting Co., 1450 kc, 250 w unl. Estimated construction costs $9,532. Wilkes Bcstg. Co. is licenseee of WKBC North Wilkesboro, N. C. Doris B. Brown president of Wilkes Bcstg. is also ½ owner WASL Annapolis, Md. Filed Jan. 31.

Sayre, Pa.—Thompson K. Cassel, 1540 kc 1 kw D. Estimated construction cost $20,738.72. Mr. Cassel is 99% owner and station manager of WDAD Indiana, Pa., 24% interest in WLEA Hornell, N. Y. and owns 25.8% of stock of WCHA-AM-FM Chambersburg, Pa. Filed Feb. 2.

Beaver Dam, Wis.—Evans Radio Co., 1430 kc 1 kw D, estimated cost of construction $15,500. Evans Radio Co. is licensee of WTWT Stevens Point, Wis. Filed Feb. 2.

TRANSFER REQUESTS

KFIO Spokane, Wash.—Transfer of control of Spokane Bcstg. Co. from Arthur L. Smith to Louis Wasmer for consideration of $30,000. Mr. Smith is retiring because of ill health. Mr. Wasmer previously owned KGA Spokane which he sold to Gonzaga U. He has 43% interest in KOL Seattle and 22% in KXLL Missoula, Mont. KFIO operates with 250 w unl. on 1230 kc. Filed Jan. 31.

KSWO Lawton, Okla.—Assignment of license from Oklahoma Quality Bcstg. Co. co-partnership consisting of R. H. Drewry, J. R. Montgomery and Ted R. Warkentin and Robert Scott to partnership of same name and one new individual G. G. Downing who purchases 3½% of 53% from R. H. Drewry for $816.10. KSWO is assigned 1380 kc 1 kw unl. DA-2. Filed Jan. 31.

KRHD Duncan, Okla.—Transfer of percentage interest in Duncan Bcstg. Co. from G. G. Downing to R. H. Drewry. Mr. Downing sells his 3.5% interest to Mr. Drewry for $371.18. Mr. Drewry presently owns 41.5% interest and after transfer will have 45%. KRHD is assigned 250 w-D 100 w-N on 1350 kc. Filed Jan. 31.

KBTV (TV) Dallas, Tex.—Assignment of license from Potter Television Bcstg. Co. to A. H. Belo Corp. for a consideration of $575,000. Mr. Potter finds his extensive business interests require more of his attention and demands of television station are too great to allow this. The A. H. Belo Corp. is licensee of WFAA-AM-FM Dallas. KBTV is assigned Ch. 8 (180-186 mc) 13.5 kw aur.; 27 kw vis. Filed Jan.39.

WNBH New Bedford, Mass.—Assignment of license from Bristol Bcstg. Co. to E. Anthony & Sons Inc. (parent company). Transfer is requested with view to simplifying corporate structure and for business reasons. Bristol Bcstg. is licensee of WOCB Yarmouth which is seeking similar transfer. WNBH is assigned 1340 kc 250 w unl. Filed Jan. 31.

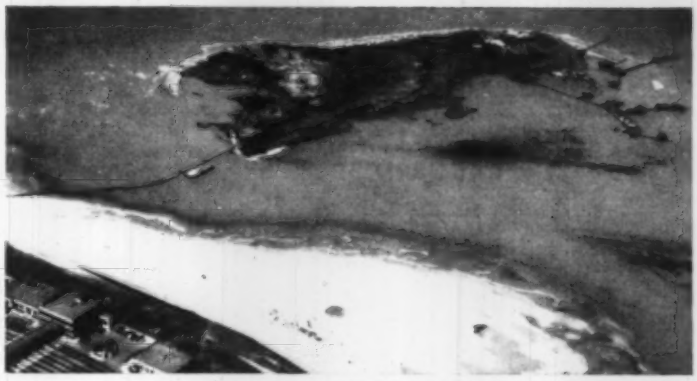
WITA San Juan, P. R.—Acquisition of control of Electronic Enterprises Inc., by Antonio Ayuso Valdivieso through purchase of 49.6% interest of Virgie H. Meador and .4% interest of Gloria Meador. Mr. Meador is unable to contribute additional monies for station, proportionate to his stock holdings. Mr. Valdivieso who presently holds 50% interest pays the Meadors $12,500 for their interests, plus responsibility of such debts as Electronic Enterprises may have. WITA is assigned 1400 kc, 250 w unl. Filed Feb. 2.

WMMJ Peoria, Ill.—Assignment of license of Mid-State Bcstg. Co. to Julian B. Venezky, receiver in bankruptcy. WMMJ was granted request to cease operation from Oct. 23, 1949 to Dec. 29, 1949 pending financial reorganization [BROADCASTING, Oct. 31, 1949, p. 35] and further extension was granted until Feb. 21, 1950. Mr. Venezky hopes to effect a sale for the benefit of his creditors in that time. WMMJ is assigned 1020 kc 1 kw D. Filed Feb. 2.

KSWA Graham, Tex.—Assignment of license from George W. Smith Jr., Clay E. Thompson Jr., Harland V. Newsom and Guy C. Hutcheson a partnership d/b as Graham Bcstg. Co. to new corporation Southwestair Inc. composed of same partners with exception of Mr. Smith. Mr. Smith wishes to liquidate and sells his holdings of 53.332% for $8,850.44. Holdings in new corporation C. E. Thompson 70%; H. V. Newsom 10%; Noel E. Thompson 10% and Guy C. Hutcheson 10%. KWSA is assigned 1330 kc, 500 w D. Filed Feb. 2.

KSRO Santa Rosa, Calif.—Assignment of license from Ruth W. Finley individual and sole owner of KSRO to a corporation with no change of ownership. Mrs. Finley requests change of form of ownership to improve her tax position and formulate a policy of estate planning involving her extensive properties. KSRO is assigned 1350 kc 1 kw unl. DA-1. Filed Feb. 2.

WKNY Kingston, N. Y.—Assignment of license from Kingston Bcstg. Corp. to newly formed corporation Monadnock Radio Foundation Inc. Principals in Monadnock own WKNE Keene, N. H. and wish to extend their radio interests. Purchase price of WKNY is $80,000. Interests on Monadnock include: Luette S. Close 2.00%; WKNE Inc. 61.04%; Joseph K. Close, president 22%; Lyman Spitzer 10%; George Smith, treas. .20%; Phillip Faulkner, vice president and Mildred M. Smith 4.76%.



Airplane view of KROW Island, opposite the toll gates on the San Francisco-Oakland Bay bridge (lower left).

* * *

KROW OAKLAND

Island Is Transmitter Site

KROW ISLAND in San Francisco Bay will be the site of a new 5 kw fulltime transmitter to be constructed by KROW Oakland within the next four months. Final contracts for the $200,000 construction project will be let this week and work will begin immediately.

The new transmitter already is completed by RCA and is in process of shipment. Upon completion, the new transmitter station will provide KROW with the only fulltime 5 kw signal among independent Bay Area stations. The station's present 1 kw transmitter is located at 1520 Eighth Ave., Oakland.

KROW Island, consisting of 14 acres, was created years ago from dredgings pumped out in the course of deepening channels leading into the Port of Oakland. It lies 200 feet north of the toll plaza on the Oakland approach to the San Francisco-Oakland Bay Bridge.

AFRA Convention

ANNUAL American Federation of Radio Artists convention will take place at Chicago's Sheraton Hotel Aug. 10-13. Details will be announced later.

SEATTLE TALENT

AFRA Quizzes Admen on Use

A SURVEY of 300 advertising experts was launched Feb. 1 by the Seattle AFRA group to discover why greater use is not made of local talent in radio programming. Directed at station executives, advertising agencies and advertising managers of local business firms, the 28-item questionnaire asks types of programs used, why, determining factors in choice, constructive criticism, etc.

The survey, expected to take two months, will be conducted through personal visits by a corps of between 20 and 30 AFRA members. The resulting yes-no answers then will be tabulated. In each case, additional comments also are invited. The findings later will be available for examination by all interested persons.

Sam Pearce, KOMO Seattle announcer and president of the AFRA group, explained that there has been a growing concern among Seattle radio talent at the dearth of locally produced programs.

Preparation of the questionnaire was in the hands of a committee under the chairmanship of Bob Hurd, KOMO producer. Other members are Carl Person, KJR Seattle writer; Dick Keplinger, freelance commentator and newscaster, and Scott Easton, KOMO announcer.

Lang-Worth Clients

LANG-WORTH Feature Programs Inc., New York, announced last week that KXGI Ft. Madison, Iowa, became a new subscriber for the eight - inch Lang-Worth library while 24 other stations renewed contracts. Renewing are:

KWSL Lake Charles, La.; WELL Battle Creek, Mich.; KWYO Sheridan, Wyo.; WTIC Hartford; WELI New Haven; WEEI Boston; WMAZ Macon, Ga.; WJHP Jacksonville, Fla.; WTOC Savannah; WOMI Owensboro, Ky.; WILK Wilkes-Barre; WNOR Norfolk, Va.; WRVA Richmond, Va.; KTUL Tulsa; WRAK Williamsport, Pa.; WKBB Dubuque; WLRD (FM) Miami Beach; Melody Inc. (wired music), Miami Beach; WOXF Oxford, N. C.; KRDU Dinuba, Calif.; WLOF Orlando, Fla.; WALT Tampa; WHAP Hopewell, Va.; WPTF Raleigh, S. C.

GAME CHARGES

Wis. League Takes Stand

EDWIN WILKIE, former district attorney of Dane County (Madison), Wis. will be retained as counsel for The League of Wisconsin Radio Stations, it was decided at a meeting of the league last week.

Mr. Wilkie attended an all-day league conference Monday in the Plankinton House, Milwaukee, and assisted in drawing up a hard-hitting resolution designed to discourage the U. of Wisconsin from charging commercial broadcasting stations for carrying university football games. The league, whose members now pay $100 for originating broadcasts of the games, went on record as "opposed to the principle of assessment of fees for booth rentals" at the Wisconsin Stadium.

"If the State of Wisconsin has an operating headache because of its broadcast activities, it should get out of the business and let experienced commercial operators handle them." observed Sidney H. Bliss, president of WCLO Janesville and WGEZ Beloit.

Letter Released

Previously, League President Ben Laird had released copies of a letter he and Vice President Joseph D. Mackin had written the university Board of Regents in December lamenting the fact that no provision has been made at the institution for radio coverage of athletic events "without overlapping responsibility between the university Radio Committee and the Dept. of Intercollegiate Athletics."

The letter objected to the following university policies:

Denying faculty members and students permission to appear as individuals on commercially sponsored broadcasts; prohibiting commercial announcements from the buildings and grounds of the university where commercially sponsored programs are involved; permitting commercial exploitation through newspaper advertisement of broadcasts from the university station; prohibiting rebroadcasts of university station programs unless each program unit is carried in its entirety as a continuous, uninterrupted performance; and permitting political campaign speeches to be made over the university station.

Lobbying Probe

CONCURRENT resolution (H Con Res 62) to create a joint Senate House committee to probe lobbying activities was turned aside by the Senate last week at the request of Sen. Scott Lucas (D-Ill.), Senate majority leader. The proposal was originated and passed last session by the House which then set up its own lobbying group, headed by Rep. Frank Buchanan (D-Pa.). Group currently is scrutinizing compliance of registrants, and those who failed to register, under the Lobbying Act.

At Deadline...

NBC-TV SATURDAY PLAN ACCEPTED BY 20 STATIONS

TWENTY NBC-TV affiliates have agreed to carry all or part of new Saturday night 2½-hour show beginning Feb. 25, network reported Friday.

Of stations responding to NBC-TV time request, eight reportedly agreed to carry whole program. Total weekly program cost for time, talent and production (based on full 22-interconnected station network) will approximate $90,000, James Nelson, television advertising and promotion director, announced. Of $90,000, at least $50,000 to be spent for talent and production.

NBC-TV hopes to sell 15 one-minute commercials per week (three per half-hour), with up to 15 advertisers each receiving one commercial per week. Commercials time-slotting to be rotated. Cost per week per announcement will be $6,202 for time and talent—more than same spot would cost on regular station basis but cheaper than magazine or newspaper space, NBC contends, citing impact of big-name variety show.

JERRY STOLZOFF NAMED V.P. BY CRAMER-KRASSELT

APPOINTMENT of Jerry Stolzoff, radio-TV director Cramer-Krasselt Co., Milwaukee, as vice president in charge of both media, and Ken Hegard, formerly public relations director of Goodwill Industries and previously with WTMJ and WFOX Milwaukee, as TV account executive, announced by Milwaukee agency.

New TV test campaign by Moeller Mfg. Co. (Snap-Tite Bottle Stoppers), including film participations on WNBQ (TV) Chicago and KSTP-TV Minneapolis-St. Paul and live spots on WABD (TV) New York *Kathi Norris Television Shopper*, also announced.

NEW OWNERS GET WNEW

OWNERSHIP of WNEW New York passed officially Friday from Arde Bulova and Milton Biow, former principal stockholders, to new owners, including group of Providence, New York and St. Petersburg businessmen and Ira M. Herbert, WNEW vice president in charge of sales, and Bernice Judis, vice president and general manager. FCC approved transfer fortnight ago.

Radio Correspondents

(Continued from page 4)

Agriculture Secretary Charles F. Brannan; Gen. Clifton B. Cates, Marine Corps Commandant; Supreme Court Justice Tom Clark; Walter Compton, DuMont TV Network; Wayne Coy, FCC Chairman; Rep. Robert Crosser (D-Ohio), chairman, House commerce committee; Elmer Davis, ABC; Charles R. Denny, NBC; Dr. Allen B. DuMont, DuMont Network; Stephen T. Early, Under Secretary of Defense; Rex R. Goad, Transradio Press; Oliver Gramling, AP; Bill Henry, Mutual; Bob Hope; Supreme Court Justice Robert H. Jackson; Sen. Ed C. Johnson (D-Col.), chairman, Senate commerce committee; Louis Johnson, Defense Secretary; Howard L. Kany, AP Radio; Robert E. Kintner, ABC; Mortimer W. Loewi, DuMont Network; Sen. Scott Lucas (D-Ill.); William R. McAndrew, NBC; Sen Kenneth McKellar (D-Tenn.); Rep. Joseph W. Martin Jr. (R-Mass.); Francis P. Matthews, Navy Secretary; Justin Miller, NAB president; Supreme Court Justice Sherman Minton; Edward J. Noble, ABC; J. R. Poppele, TBA president; Rep. J. Percy Priest (D-Tenn.); Rep. Sam Rayburn (D-Tex.), Speaker of House; Joseph H. Ream, CBS; Supreme Court Justice Stanley F. Reed; George E. Reedy, Arrowhead Network; Charles G. Ross, Presidential press secretary; Charles Sawyer, Commerce Secretary; Willard F. Shadel, CBS; John W. Snyder, Treasury Secretary; Frank Stanton, CBS; Theodore G. Streibert, MBS; W. Stuart Symington, Air Force Secretary; Sen. Charles W. Tobey (R-N. H.); Niles Trammell, NBC; Francis W. Tully Jr., Yankee Network; Chief Justice Fred M. Vinson; Albert L. Warner, ABC-WMAL Washington; James E. Webb, Under Secretary of State; Sen. Kenneth S. Wherry (R-Neb.); Frank White, Mutual; Rep. Charles A. Wolverton (R-N. J.).

WWJ ADOPTS POLICY FOR LABOR DISPUTES

POLICY governing future labor-management disputes involving public interest—guaranteeing without charge minimum of one hour Class A time weekly for "joint" use by disputants—set forth by WWJ-AM-FM Detroit. Issue arose after Luckoff, Wayburn & Frankel, Detroit agency, had requested time for its client, the UAW-CIO, now involved in dispute with Chrysler Corp.

Harry Bannister, WWJ general manager, in policy statement to agency, noted that "any use of WWJ's facilities which does not completely and meticulously ensure in advance that neither party will make greater or more effective use of facilities must serve, in effect, to make WWJ a partisan." Under procedure, parties to controversy must agree in advance among themselves to use facilities jointly, then jointly request use of time, for presentation or rebuttal, or for joint forum discussion. WWJ would furnish moderator for latter.

EXCISE TAX WOULD BOOST TV SETS AT LEAST 5%

EXCISE tax on TV receivers proposed Friday by President Truman would mean increase in retail price of 5% to 7%, according to first manufacturer estimates. Tax was proposed in message to Congress asking cut in many excise levies as business aid.

TV tax of 10% at factory level would raise estimated $40 million, Secretary of Treasury John W. Snyder told House Ways & Means Committee.

Radio Mfrs. Assn. to consider proposed tax at mid-winter meeting starting Feb. 15 in Chicago. Last year radio excise tax produced $40 million compared to $60 million in 1948.

AFM SUSPENSION OF PAUL TO BE APPEALED

JERRY FAIRBANKS Productions Hollywood, Friday prepared to appeal suspension-fine levied by American Federation of Musicians against Edward Paul, firm's musical director. AFM charged Mr. Paul with "alleged violation" of union's rules banning recording of any music for TV films, though AFM members have been allowed to play for "live" and kinescoped shows.

Fairbanks firm describes charges as "vague" and sometimes "inaccurate;" cites past negotiations for scales and working conditions for TV film music; asserts it was forced to record background music outside of country.

MONTGOMERY'S HOOPER

ROBERT MONTGOMERY's Lucky Strike show, Mon., 9:30-10:30 p.m., made 35.2 Hooper on premiere last week over NBC-TV network. NBC claims this is record for TV premiere. Previous week *The Goldbergs*, which plays opposite on CBS-TV, had 34.9 Hooper which put it in top ten.

PEEL FOR CENSUS POST

ROY VICTOR PEEL, director of Institute of Politics at Indiana U., nominated Friday by President Truman to be director of U. S. Census Bureau, to succeed late James Capp.

DuMONT Network affiliates to meet Feb. 7-8 in New York. DuMont Labs last Friday gave short demonstration of color system at Passaic, N. J.

Closed Circuit

(Continued from page 4)

Ill., reportedly filing for patents on single-bea three-color direct-view receiver tube and o for cameras.

SEVERAL agencies pitching at Peter Pa Candy, New York (Mounds candy bar), a count which is currently being handled b Platt-Forbes, New York. Decision expect within fortnight.

SEVERAL WEEKS may elapse before FC unburdens itself of WBAL Baltimore renew case involving application of Drew Pearson a Robert S. Allen for 50,000 w facilities Hearst-owned outlet. FCC was divided 3 with Comr. Jones not participating. Absen in Cuba of Comr. Hyde who voted with Comr Sterling and Hennock for WBAL renewal, pr sumably will preclude final consideration un his return.

AMERICAN TOBACCO Co., New Yor through BBDO, New York, lining up all T spot availabilities Saturday nights between p.m. and 11 p.m. on number of television st tions.

WITH LOSSES of less than $15,000 in 194 KSTP-TV St. Paul-Minneapolis is in black in including depreciation and salaries assigned t its TV operation. That's the story being to by Stanley Hubbard, president and gener manager.

STAFF of NBC's New York owned-and-ope ated stations, WNBC and WNBT (TV), unt operated as integrated unit, will be spli Separate program departments for radio an television to be established. Sales staff wi be split between AM and TV, although repor ing to common director. New cost accountin system under controller to be established.

FCC Chairman Coy's best guess on lifting T freeze, reportedly confided during closed hea ings before House Appropriations subcomm tee: Probably some time next fall.

NAB Board Posts

(Continued from page 4)

ville; James D. Shouse, WLW Cincinnati; Lloyd Yoder, KOA Denver.

Medium Stations—Kenyon Brown, KWFT Wichi Falls, Tex.; Charles C. Caley, WMBD Peoria, Il H. Quenton Cox, KGW Portland, Ore.; John Esa KTUL Tulsa; F. E. Fitzsimonds, KFYR Bismarc N. D.; Rex Howell, KFXJ Grand Junction, Co Leonard Kapner, WCAE Pittsburgh; James H. Moor WSLS Roanoke, Va.; J. Arch Morton, KJR Seatt Wash.; Robert Tincher, WNAX Yankton, S. D O. F. Uridge, WQAM Miami, Fla.; F. Van Konyne burg, WTCN Minneapolis; A. D. Willard Jr., WGA Augusta, Ga.

Small Stations— Burton Bishop, KTEM Temp Tex.; Edward Breen, KVFD Fort Dodge, Iowa; Simo Goldman, WJTN Jamestown, N. Y.; M. L. Green baum, WSAM Saginaw, Mich.; Hugh M. P. Higgin WMOA Marietta, O.; Edgar Kobak Jr., WTW Thompson, Ga.; Merrill Lindsay, WSOY Decatur, I Frank Loggan, KBND Bend, Ore.; R. T. Mas WMRN Marion, O.; Patt McDonald, WHHM Mem phis, Tenn.; Harry McTigue, WINN Louisvil Marshall Pengra, WATO Oak Ridge, Tenn.

FM Stations—Leonard Asch, WBCA (FM) Sch nectady, N. Y.; Victor C. Diehm, WAZL-FM Haz ton, Pa.; Willard D. Egolf, WBCC-FM Bethesda, M Frank U. Fletcher, WARL-FM Arlington, Va.; Gera S. Harrison, WMAS-FM Springfield, Mass.; E. Jones, WBBB-FM Burlington, N. C.; Craig Law rence, WCOP-FM Boston; Martin L. Leich, WML (FM) Evansville, Ind.; Ben Strouse, WWDC-F Washington.

Television Stations—Robert D. Swezey, WDSU-T New Orleans; Eugene S. Thomas, WOIC (T Washington.

MBS BOARD MEETING

BOARD of directors of MBS late Frid wound up two-day quarterly meeting in Was ington. Action confined to routine matters, was stated officially after meeting. Netwo programming policies discussed but no form action taken. Board members visited Preside Truman at White House Friday and h Secretary of Commerce Charles Sawyer luncheon speaker. They attended Radio Co respondents Assn. dinner Saturday night.

XUM

It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*

WLW

the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION